

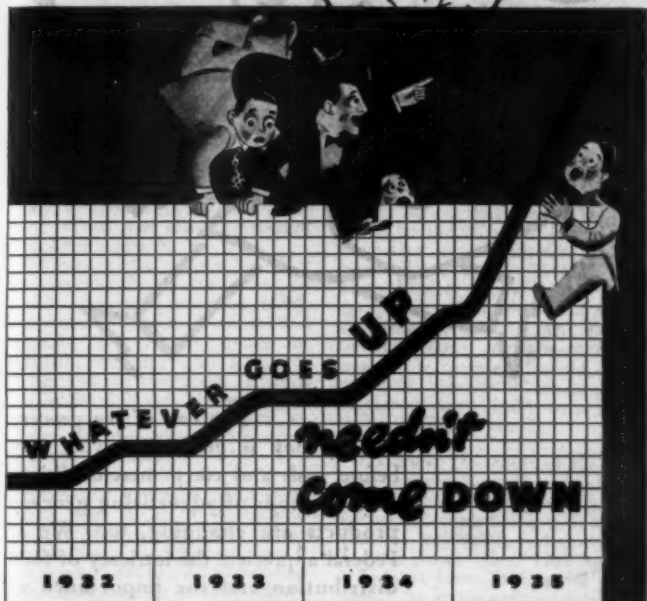
# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. CLXXII, No. 6

NEW YORK, AUGUST 8, 1935

10c A COPY



WHILE the construction industry has been holding its head in its hands, the Masonite Corporation of Chicago, manufacturers of Masonite Presswood and its allied products, has been erecting a sales curve that defies the laws of gravity. • Masonite joined hands with Advertising Headquarters in 1932. This association brought together vitality and vision, a sound and useful product, a well-planned merchandising set-up and consistent advertising co-ordinated with sales. • Volume for the first four months of 1935 is 20% higher than any similar period. The first seven months of the current fiscal year show more net profits than the entire fiscal year of '33-'34. Masonite is doing the biggest volume in its history, and profits are following volume. • We invite an opportunity to cite other businesses whose sales records remain on the up-and-up.

**M. W. Ayer & Son Inc.**

Advertising Headquarters: Philadelphia • New York • Boston • Chicago  
San Francisco • Detroit • London • Montreal • Buenos Aires • São Paulo



The call of the grocery delivery boy is gradually giving way before cash and carry merchandising. And methods of advertising grocery products are changing, too. We at Federal appreciate the intricacy of food distribution and the importance of familiarity with it. To expand the scope of agency counsel and service in this field we offer our

#### GROCERY PRODUCTS DIVISION

—a unit made up of executives with wide experience in the selling and advertising of foods and allied items. May we tell you more about it?

# FEDERAL

ADVERTISING AGENCY, INC.  
444 Madison Ave., New York City

*An Interrupting Idea in Agency Service describes the purposes and qualifications of our Grocery Products Division. Please write or telephone for your copy. ELdorado 5-6400*

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# PRINTERS' INK

NEW YORK, AUGUST 8, 1935

## This Week

IN the lead-off position in last week's P. I., James O'Shaughnessy arose to offer a few hard-bitten remarks about ideas—ideas "that have been walked off with ever since advertising agencies invented themselves."

This week, through the eyes of I. W. Digges, of the New York Bar, we look at the matter legally.

Mr. Digges propounds the question: **When are ideas property?** And he answers it.

In essence, the issue is old. For the common law on the matter, by which ideas are protected today, goes back to Queen Elizabeth, and beyond. Mr. Digges traces the legalistic reasoning from Elizabeth to that Indiana courtroom in which the Liggett & Myers Tobacco Company was ordered to pay—for an advertising idea—the quite ponderable sum of \$9,000.

Incidentally, Mr. Digges' description and summary of that particular issue is the first authoritative and detailed account to appear in advertising circles—and thus it will serve to set at rest advertising speculation and to answer advertising questions.

But how shall an idea be protected? Mr. Digges suggests a protective procedure, the essence of which is that the idea be reduced to definite, physical plan.

\*\*\*

In Washington, a Congressional inquisition exposes putative sculduggery in the food industry. Witnesses testify that certain discounts have been granted to A & P by a list of manufacturers as long as Pennsylvania Avenue; and anti-chain politicians renew their clamor. Objectively, C. B. Larabee surveys the situation, and, out

of a "fog of misinterpretation and incrimination," brings forth the facts—the background, the moot issues, the opposing opinions, and the consequences that may impinge upon the food business and upon other industries. See **"That Allowance Fight."**

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Forecast in these pages several weeks ago, a **licensing bill** sponsored by the American Federation of Labor now smoulders in the Senatorial hopper. "S. 3363," reports Chester M. Wright, "has a good deal of the look of a share-the-wealth proposal." In addition to laying down employment conditions, the measure "would work profound changes in the practices of almost every sizable corporation in the United States."

\*\*\*

Locked in the vaults of the Federal Reserve System languishes a \$200,000,000 prisoner, waiting for someone to come along with a key. And the key you'll find this week in these pages. See **"How to Get a Federal Loan to Expand Business,"** as explained in detail by the helpful W. H. Pouch, who officially is the chairman of the Industrial Advisory Committee of the New York Reserve Bank District, and, in business, the president of the Concrete Steel Company. Read and learn—if you don't already know—about the provisions of Section 13b.

\*\*\*

"Nothing has been overlooked to make the program a success. Not even position." And there's the text for a sermon. In a newspaper, is a right-hand page really so much more effective than a left? Is page three so much better than

page thirteen? Attacking the subject from behind an experience barricade built of 10,000 inquiries, C. D. Benner, media manager for Ketchum, McLeod & Grove, Inc., unleashes some highly pertinent facts, some of them surprising.

\* \* \*

Roy Dickinson finds that, in certain lines of industry, there is raging a **conspiracy of silence**. He quotes an observer who quite seriously believes that if, say, the furniture manufacturers could get together in an agreement *not* to spend more than \$20,000 a year each in advertising, the furniture manufacturers would be happy. He cites advertisers who advertise merely to keep up with their competitors. But he cites, also, those advertisers who advertise in order that they may keep out in front. See "**Advertising an Investment**."

\* \* \*

And, brooding over the advertising scene, F. Stirling Wilson bangs

right off with this: "The innocent bystander in the fight between the advertising fraternity and their detractors (detonating type) is not so much in danger of being hit by flying adjectives as he is of being bored to death." Perhaps, Mr. Wilson perhaps, *everybody* protests too much. And the possible outcome is what, from the standpoint of the same innocent bystander, he suggests in his title: "**Come Down, or We Shoot!**"

\* \* \*

**Potent is the postscript.** In the more placid days of the lavender past, many a long and mild-mannered letter, phrased in flowers and indited in copperplate, closed with a postscript that virtually exploded in the reader's face. Mindful of the postscript's kick, Don Gridley looks into the uses to which modern-day correspondents apply—and most effectively—the postscripts of sales letters.

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**S**INCE 1927 our only effort to get more subscribers has been an unremitting improvement of the magazine itself.

This year more people are buying The New Yorker than at any period in our history—50 per cent by subscription and 50 per cent on the newsstands.



Hundreds of national advertisers use only The Journal. Milwaukee, year after year. The list of 401 such accounts in 1934 includes many of America's leading merchants who depend on this newspaper alone for profitable trade.

**THE MILWAUKEE JOURNAL**

**THE NEW YORKER, 25 West 45th St., N.Y.**

# Boy! That's Results!



Hundreds of national advertisers use only The Journal in Milwaukee, year after year. The list of 401 such accounts in 1934 includes many of America's leading merchandisers who depend on this newspaper alone for profitable results.

## THE MILWAUKEE JOURNAL

National Representatives . . . O'Mara & Ormsbee, Inc.

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

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# When Ideas Are Property

Reduced to Definite Form of Expression, They Are Entitled to Common Law Rights

By I. W. Digges

Of the New York Bar

TWO recently decided cases, one in the State of Washington, (whence have come several interesting decisions in recent months), and one in the State of Indiana, (forum of the recently decided *Farmer's Guide* case) have demonstrated dramatically to the advertising profession that the man who formulates advertising plans possesses property rights in them sufficient to render liable in damages any person who copies or simulates such matters without the consent of the originator.

The cases also throw into focus the question of the degree of protection extended an advertising agent who has developed, perhaps speculatively, an entire advertising campaign, or at least the basic theme for one.

In seeking to establish a market, or to find a buyer, such an agent must, in the nature of things, submit his creation to prospective advertisers.

Yet, if the agent is to disclose his sketches, layouts, plans, and concepts to a stranger, he necessarily lays himself open to the chance that an unscrupulous person may appropriate his campaign, or that a perfectly honest advertiser may, unwittingly, retain the basic theme of his campaign and enlarge upon it in the future, believing in good faith that it is his own creation.

In these circumstances, it becomes necessary that there be a clear understanding of the rights and obligations involved. The advertising agent is naturally interested in protecting his material to the full extent of his rights. The advertiser, who does not desire through an inadvertency to be placed in the light of a legal

wrongdoer; in order to insure his position, must have full knowledge of the rights of the agent. The advertising medium requires a full understanding of this subject in order to eliminate all elements which might tend to impede free commerce in advertising matter. The surprising paucity of litigation upon this phase of the law can bespeak only the integrity of the advertiser, or a *laissez faire* attitude upon the part of the agent, for the very nature of the advertising profession makes it second only to the general field of literature in opportunity for plagiarism.

The two cases to which reference has been made are more important for the facts out of which they arise than for the law which they contain, although the legal theory relied upon appears to be different in each. Properly speaking, those cases represent the application to the field of advertising of legal principles which are almost as ancient as the common law itself. They illustrate that remarkable characteristic of the common law, that old as are its basic principles,

**Remington  
Noiseless**

## Advertising

## Chicago

## Boston

## Buffalo

## Pittsburgh

Minneapolis

*Campaign by BBDO*

Editorial for Aug. 25, 1935



# STOP THAT NOISE!

There is nothing more distracting than a noisy machine printing a page in the same office. It is not for nothing that the right man with a machine as it may even, sometimes make peace between enemies. It is not for nothing that the machine makes itself more than a nuisance every time it is started. It is not for nothing that the machine makes itself more than a nuisance every time it is started. It is not for nothing that the machine makes itself more than a nuisance every time it is started.

The editor of Remington's department 1935. We have you to prove this statement in your own office and at our expense. Simply let us find a group of new Remington No. 10 Typewriters in your Remington's department for a test. They are the most comfortable.

their noise improves on their under the freedom from nerve-racking noise, until at the end of ten days the Remington No. 10 Typewriter is truly adding wings to their work.

The new Remington No. 10 actually costs less than any other because it has twenty different time-saving and important mechanical improvements over old-fashioned noisy machines. Please the nearest Remington Band office today for free ten-day trial. The new Remington Band Inc., Buffalo, N. Y.

THE SHORTCUTS EVERY MAN SHOULD KNOW



IT ACTUALLY COSTS LESS TO USE  
Remington Noise

they are sufficiently general and fundamental to be adapted to constantly changing *mores*, customs and institutions.

It is not surprising that the jurists of common law England, inspired by the masterpieces of the Elizabethan dramatists and authors, should have realized that the products of the *mind* are as worthy of legal protection as the products of the *hand*. The dramatist with his play, the sculptor with his statue, the painter with his portrait, were entitled to maintain exclusively all right to their works. This right extended beyond the book as a physical object, beyond the block of marble, and beyond the strip of canvas.

There was likewise included those abstract qualities of genius which gave form and beauty to the physical elements employed in the creation. Those qualities of genius far exceeded in value the intrinsic worth of the solid mass. The author was to be as fully protected against one who would produce his play without consent as he would be against the thief who would enter his house and depart with his library. The resulting protection was attained by extending the formerly existing "property" rights, which had ordinarily attached to the ownership of physical property, to include "literary" property.

#### How Law Led to Protection of Intangibles

Thus, the same methods that had been evolved to preserve the rights of ownership in tangible property were drawn upon to preserve the interest of the creator of abstract values in his product. A limitation upon this protection of abstract creations existed in that the law would not recognize a property right in a mere idea. The realists of the common law could not bring themselves to classify ideas as property; in point of fact, the earmarking and protection of such fugitive and evanescent concepts would have been a hopeless task. In order to be legally recognized and protected, the idea had to be reduced to a definite form.

It was this definiteness of form which became the equivalent of the tangibility of physical property. In other words, the law protected the *expression* of the idea, whether the idea took final form in literature, painting, sculpture, or music.

As early as December, 1830, in our own country, Mr. Ellsworth, from the Committee on the Judiciary, made a report to Congress (Reports of Committees, 21st Cong. Session, Report No. 3) as follows:

Upon the first principles of proprietorship in property, *an author has an exclusive and perpetual right*, in preference to any others, to the fruits of his labor. Though the nature of literary property is peculiar, it is not the less real and valuable. If labor and effort in producing what before was not possessed or known will give title, then the literary man has title perfect and absolute, and should have his reward. He writes and he labors as assiduously as does the mechanic or husbandman. This scholar who secludes himself, and wastes his life, and often his property, to enlighten the world, *has the best rights to the profits of those labors*; the planter, the mechanic, the professional man, cannot refer a better to what is admitted to be his own. (Italics ours.)

Thus it would appear that the creator of an artistic work possessed, and still possesses, a common law right in his work entirely apart from the right accorded him under the copyright statutes. This common law right, however, exists only when certain definite requirements have been satisfied. In order to understand these limitations, which otherwise might appear arbitrary and capricious, one must bear in mind the historical development of this common law right and recall that it started as a property right similar in nature and effect to a property right in a piece of land or a chattel. An owner of any form of property may alienate part or all of his interest in it in one of several ways. He can sell or hypothecate the property, or he can abandon it.

(Continued on page 96)

These piercing eyes



of a prominent leader  
in the steel industry  
turn regularly every  
day to the pages of

**The New York Times**

3 out of 4 of the top executives of  
the largest industrial, banking, in-  
surance and railroad companies of  
the country, responding to a ques-  
tionnaire, stated they read The  
New York Times



# Wasteful Advertising

By Thayer Cumings

Batten, Barton, Durstine & Osborn, Inc.

**A**LTHOUGH advertising is one of the most powerful and, when wisely handled, most effective businesses in the world, I must admit one definite weakness:

Advertising is also probably the most wasteful business in the world.

The best that an expert cold-sober advertising man can do is to cut out some of this waste in his advertising.

Run through any national magazine or daily newspaper. You will see hundreds of advertisements. Many have "trick" headlines. That's waste. Many are founded on an over-clever idea. That's waste. Many are printed in "arty," hard-to-read type. That's waste. Many waste time getting to the point. In many, the illustration is not sharp. In many, the claims are just too exorbitant. That's all waste.

Someone (expecting these messages to bring home bacon) is paying someone else to produce and run these half-baked advertisements.

Have you taken stock lately of the advertisements emitting from your own office? Have you seen how much waste can be cut from them?

Can't honest news headlines be substituted for "trick" headlines? Can't sincerity supplant "cleverness"? Can't the copy be printed in clearer, cleaner type? Can't you get to the point quicker? Can't a more vital part of the illustration be used to more effective advantage? Can't certain claims be tempered with a note of sweet believability?

Testimonial advertisers are still the worst offenders, the biggest spenders, the biggest wasters. Lovely-to-look-at debutantes, athletes, actresses, gentleman riders, etc.—although handsomely paid for what they say—still continue to make statements about cold-cream, cigarettes, soap and what-have-you, which make a sales manager sound like a salamander.

It's nice work if you can get it. But it's waste. It doesn't ring true. Like a radio "commercial" that tries to bulldoze and blackjack the audience into buying the product, it is doomed to defeat its purpose.

Fred Patzel, champion hog-caller of the world in 1926, had the right idea. Said Fred, "You've got to have appeal as well as power in your voice. You've got to convince the hogs you've got something for them."

♦ ♦ ♦

## Accounts with Burnett

The advertising accounts of the Hoover Company, Chicago, Minnesota Valley Canning Company, Le Seur, Minn., and the Real Silk Hosiery Mills, Indianapolis, will be handled by the new agency, which as reported in *PRINTERS' INK* last week, is being organized by Leo N. Burnett.

The agency will operate as The Burnett Company, Inc., and has opened offices at 360 North Michigan Avenue, Chicago.

Mr. Burnett will be president and treasurer. John W. Jennings will be vice-president and art director.

## Getchell Gets Rubinstein and Kelly-Springfield Accounts

J. Stirling Getchell, Inc., New York agency, has been appointed to direct the advertising accounts of Mme. Helena Rubinstein, New York, toilet preparations, and the Kelly-Springfield Tire Company, Cumberland, Md.

♦ ♦ ♦

## Publishers to Meet

The National Publishers Association will hold its annual meeting at Shawnee-on-Delaware, Pa., on September 10 and 11.



**in July**  
*while*  
**some wilted**

CHICAGO DAILY TIMES CIRCULATION  
AVERAGED IN EXCESS OF  
**227,000**

THE HIGHEST MONTHLY AVERAGE THUS FAR  
AND A GAIN OF 47,000 OVER 1934

**DAILY TIMES**  
*Chicago's Picture Newspaper*



National Representatives  
**SAWYER-FERGUSON-WALKER CO.**  
220 E. 42nd St., New York      Palmolive Bldg., Chicago

**THE INDIANAPOLIS NEWS**

**Today The News is being read by more people than have ever before read any daily newspaper in Indiana.**

**\* Publisher's Statement (1st 3 months 1935) 147,669**

**CHILD NATIONS OF EUROPE THROBLED**  
**U.S. HELPS WOMEN TO START JULY 1**  
**SECRET JAPANESE THEATRES UNITED**  
**TRAFFIC VIOLATOR TAKES BIRTH DAY**

**ARMY RECAPTURES \$2,750 GEM DUST**  
**WORLD WAR SEVEN CAPS COME FORTH**

# The Indianapolis News

**SELLS THE INDIANAPOLIS RADIUS**

**New York:**

**Dan A. Carroll, 110 E. 42nd St.**

**Chicago:**

**J. E. Lutz, 180 N. Mich. Ave.**



# How to Get a Federal Loan to Expand Business

If a reputable business man needs some money to do some advertising or otherwise expand his business and keep it alive and cannot get it from his bank, he *can* get it through the Federal Reserve System. Mr. Pouch wonders why business men apparently do not know about this. And he tells in detail how to go about getting such a loan.

By W. H. Pouch

Chairman, Industrial Advisory Committee, New York Reserve Bank District; President, Concrete Steel Co.

LACK of working capital handicaps many manufacturers and merchants who realize the time may be at hand to expand, to increase inventories, to feature new lines of merchandise, to launch advertising campaigns. But this should not embarrass anyone any longer.

The needed working capital is now readily available through the Federal Reserve Banks—somewhat less than \$200,000,000 remaining out of an original \$280,000,000. Business men have been using it. And many of them have been using it to good advantage.

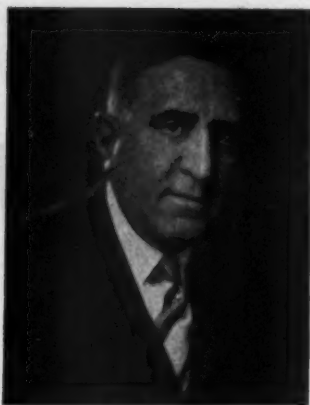
For instance there is one of the half dozen biggest brewers in the country, whose widely advertised product is a favorite beverage in the cities of the Eastern seaboard. The rush of business after repeal naturally meant enormous cash expenditures, while the new customers on the retail side wanted liberal credits. The banks were willing to lend half a million dollars to an old-established concern doing a \$5,000,000 business yearly. But another year of still bigger sales loomed ahead and more cash was needed. The banks felt they could stretch their credit no further.

Here was a case, then, where the little matter of \$280,000,000 made available in the Federal Reserve System for working capital, fitted right into the picture. One of the local banks was quite will-

ing to participate with the Federal Reserve Bank of the district in a \$600,000 loan. The money was used to retire short-term loans, to carry customers wanting fairly long-term credits, and to supply actual cash for increased payrolls and plant expansion. In this particular case, the security asked was the setting aside of a few cents on each barrel of beer sold after a fixed date, to create a fund for the repayment of money advanced. Thus the situation was eased and the brewery is being helped to adjust its financial structure to post-repeal conditions.

Rather different is the case of a little iron mine in the Adirondacks. From 1849 to 1933 high-grade ore had been produced in modest quantities and profitably. But the depression which hit the steel trade so hard, brought bankruptcy, reorganization, and the closing of the mine for most of three years. When it became possible to open the mine again, it was found that the upkeep of the idle workings had used up all working capital. Here was a mountain community of 6,000 almost solely dependent on the mine. Family after family was being added to relief rolls.

The new executive decided to ask for a Reserve Bank loan. When his intentions became known locally, he was deluged with requests from nearly every citizen of any influence in the community, all saying



W. H. Pouch

what amounted to, "For God's sake, go ahead." He did. A New York bank joined with the Federal Reserve Bank in a \$400,000 loan, with the ore as mined set aside as security for advances made. It took some time to complete negotiations and prepare for active work. But the mine is operating again; the community is getting on its feet; and the economic stimulus is apparent in cities many miles away.

An energetic, ingenious and inventive young man in his thirties, in a large city suburb, began, about three years ago, to make and market a new insecticide. It was a good one. He had little trouble in making sales. But as he had started in with practically no capital, he found himself at the end of last year without means to buy raw material, such as the tin needed to make his insect traps, or to do a little advertising, to say nothing of getting stock ahead for the expected rush of orders in the spring. The local bank had a high opinion of him but did not see how it could make a loan for working capital purposes. Here was another case for 13b. The Reserve Bank joined with the local bank in letting the insecticide manufacturer have \$4,000 to be repaid in five installments during the year. Two of these payments have been made on the dot, the business is flourishing

and the ants and roaches are suffering.

All kinds of concerns are borrowing. One of the biggest motor car manufacturers has been helped to the tune of \$6,000,000. A leading manufacturer of air-conditioning apparatus has borrowed \$1,000,000, in consequence of which more stores, and homes and offices are going to be comfortable next summer. And there is the woman running a little delicatessen shop in New York who is able to keep her shelves filled by virtue of a \$300 loan from the Federal Reserve Bank, one-third of which she has already repaid. As a matter of fact, most of the loans being made are for sums under \$10,000. So the small business man is getting his share.

Here is a source of credit the business man certainly ought to know more about. Any business man who feels that the time is soon coming when he will need more money to run his shop or store, should know whether he is an eligible borrower or not, and if he is, how to go about the borrowing.

At this point it is necessary to recount a bit of history. More than a year ago Congress was persuaded that there was not sufficient credit available for the "medium-sized man in industry and commerce," so valiantly trying to weather the depression. There was much talk of a new system of banks but it was finally decided to leave the job to the existing RFC and Federal Reserve System on June 19, 1934. Section 13b was added to the Federal Reserve Act giving the Reserve Banks authority to lend to established business enterprises on a sound and reasonable basis for periods of not more than five years. The Reserve Banks can lend indirectly by "committing" themselves to take over loans made by other banks to industrialists with a maximum assumption of 80 per cent of the risk; or in exceptional circumstances, the Reserve Banks can make the loan direct. Funds totaling not quite \$280,000,000 were made available for these loans.

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to work and set up the requisite machinery. This included, in accordance with the law, an Industrial Advisory Committee in each Federal Reserve District, composed of active business men, to advise on loans. In a little over a year, up to July 24, 1935, loans had been approved amounting to \$102,288,000. About half of the loans made, and more than half of the money loaned, have been for maturities of from three to five years.

The Reserve Banks have each worked out a smooth system for the actual handling of the loans. The Advisory Committee recommends for or against a loan before the bank's officials make final decision. A careful credit analysis is made in each case.

But this is probably of more interest to bankers than it is to business men who may be needing money. They, probably, wonder just what they should do. Well, it is simple enough:

First ask your own banker if he can lend you the money on the ordinary terms. If for any reason he cannot, ask him if he will participate in a 13b loan with the Federal Reserve Bank of the district. He really ought to because, if you are an eligible borrower, it is good business for him with the Reserve Bank furnishing liquidity and a high degree of safety at a very small expense. Of course, if the bank acts, it can take the initiative in the subsequent negotiations.

But suppose your bank does not care to participate. Then go to the

Reserve Bank yourself. Go to the officer handling industrial loans. You will be welcomed. You will, naturally, tell your story fully and frankly. You will find out whether you are an eligible borrower; if you are, there will be an application form to make out, and on the basis of this and other information secured by the bank, a decision will be made on your loan.

The whole process should not take more than three or four weeks. The judgment of the Reserve Bank is final; there is no referring to Washington. There are few hard-and-fast rules. Each case is considered on its merits. Regulations regarding collateral and the like are extremely flexible. The moral risk is always taken into consideration. So is the effect on employment.

This is not a relief measure to keep businesses alive that have no economic basis for existence. It is not intended to start people in business. It is not intended to finance purchase of new equipment—that is a job that the FHA has recently undertaken. It is simply intended to furnish money to keep a business going or to help it expand where working capital has been exhausted by reason of the depression or otherwise. The surprising thing is that more business men have not taken advantage of this. Perhaps they don't know about it. Perhaps they are waiting for a little more evidence of business revival before taking advantage of this credit opportunity.



#### Carson Makes Agency Change

Dudley M. Carson has left the Campbell-Ewald Company, Inc., Detroit, to join MacManus, John & Adams, Inc., of that city, as publicity man on the recently acquired Cadillac Motor Car Company account.

•     •     •

#### Kiesewetter Adds to Staff

Jerome Patterson has joined the H. M. Kiesewetter Advertising Agency, Inc., New York, as a copy writer. He was formerly with the John F. Murray Advertising Agency, Inc., of that city.

#### Elected Agency Head

The board of directors of the Matos Advertising Company, Philadelphia, has elected Elizabeth B. Matos as president and treasurer. As head of the agency, Mrs. Matos succeeds her husband, the late William Warder Matos.

•     •     •

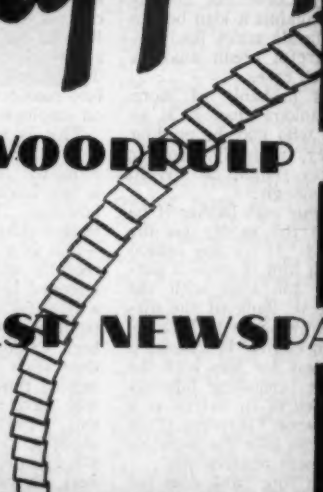
#### New A. N. A. Member

The National Distillers Products Corporation, New York, has been elected to membership in the Association of National Advertisers. John J. Cole, advertising director will represent his company.

**JUST**  
*one day's*  
*supply*

**OF WOODRUP FOR**

**HEARST NEWSPAPERS**



No work  
 irresistible  
 newspaper

**HEARST**

VITALIZING FOR AMERICAN



R

ERS



No wonder that sales-managers are impressed by this picture. What an irresistible selling-power is unchained when these logs are turned into newsprint and given the living, productive power of publishing genius.

# EAST NEWSPAPERS

ING FOR AMERICAN SALESMANSHIP IN 18 OF AMERICA'S PREMIER MARKET AREAS

# Motor Car Volume Jumps

[Special Correspondence]

DETROIT, MICH.

**A**UTOMOBILE sales and production figures for July, usually a tapering off month, continue near top speed. Continued sales and more than mid-season demand is creating some doubt in the minds of a few manufacturers as to whether it will be good policy to bring out new models which it is understood are ready for announcement at any time.

June, with reports incomplete, shows an increase of 22.13 per cent over last year. This figure will be boosted because of the heavy demand for cars just previous to the end of the month. July registrations, based on the dealer demand for cars, are expected to show a

big increase over June. Observers note more factory drive-outs both by truck delivery and dealers' crews than ever before. The main highways out of Detroit are crowded with new cars on their way to buyers.

Truck and commercial sales are increasing daily. Much of the demand comes from rural and agricultural sections as is shown by the reports from the agricultural States. The so-called industrial States' increase this year is barely 10 per cent over last year while the agricultural States show in many cases increases up to and as high as 100 per cent over the six months of last year. It is noticeable, too, that factory advertising in the agricultural States has been increased considerably.



## "Arts & Decoration" Under New Ownership

*Arts & Decoration* has been purchased by the newly organized McBride, Andrews & Company, 116 E. 16th Street, New York. It was previously under the ownership of John Hanrahan and Eltinge F. Warner, who took it over in 1932.

Robert M. McBride, of the publishing firm of Robert M. McBride & Company, publisher of *Travel*, is president of the new company. Barrett Andrews is vice-president, and will be editor and publisher commencing with the September issue. He was, at one time, publisher of the *Boston American* and, more recently, has been with the *Delineator*.

*Arts & Decoration*, Mr. Andrews said, previously emphasized modern furnishings in the home, but, under the new management, its editorial appeal will be broadened to include classical and American furnishings, in addition to covering gardening and exterior decoration.

## Page-Wood Returns to Erwin, Wasey

Gerald Page-Wood has returned to the Chicago office of Erwin, Wasey & Company, with which he was associated as vice-president from 1916 to 1929. In the latter year he joined Williams & Cunningham as vice-president and when that agency was merged with the Roche Advertising Company he continued as vice-president of Roche, Williams & Cunningham, Inc.

## Campbell-Ewald Transfers Rothman to New York

E. E. Rothman, vice-president of the Campbell-Ewald Company, is transferring his headquarters to the New York office, where he will handle the account of the U. S. Rubber Company.

♦ ♦ ♦

## Kudner to Start Own Agency

Negotiations are now under way for the withdrawal of Arthur H. Kudner from Erwin, Wasey & Company, of which he is president and with which he has been associated for many years. Although no definite statement can be obtained from either Mr. Kudner or other Erwin, Wasey officials, it is understood from reliable sources that Mr. Kudner is organizing his own agency which will have offices in New York and Detroit and that its accounts will include Buick and Fisher Body.

♦ ♦ ♦

## Boggs to Direct Sales of Distillata

Robert Heller, with Robert Heller & Associates, has been elected president and P. M. Boggs, formerly vice-president of Canada Dry Ginger Ale Company, has been made general manager of the Distillata Company, Cleveland. The new management is planning a campaign to increase distribution of its Distillata water and beverages.

# Friendly Dentists

## They Regard Many Attacks on Manufacturer as Unjust, Despite Dental Therapeutics Council

ORAL HYGIENE PUBLICATIONS  
PITTSBURGH

Editor of **PRINTERS' INK**:

Mr. Larrabee's very interesting article, "Dentists and Advertising,"\* stresses the dental profession's "antagonism" toward dentifrice manufacturers. Perhaps I am exaggerating in saying that the article pictures an embattled profession—white-uniformed thousands marching to war against the national advertisers of dental preparations. But the average reader is quite likely to get some such idea.

The truth is that the great majority of dentists are, like the rest of us, pretty busy trying to make a living; their technical problems and their economic problems are real and pressing; they haven't much time for crusading. Too, like most other citizens they find it difficult to become excited and stay so over matters of this sort.

Moreover, dentists are as keen for fair play as other regular people and they know that many of the attacks upon the manufacturers are unjust. Mr. Larrabee discovered that himself when he asked several dentists about the criticism of the Dr. Lyon's broadcast. Attacks which many in the profession have regarded as unjust or unwarranted have weakened the case for the Council on Dental Therapeutics. Dentists who have used or recommended a preparation for years, and have found it safe and satisfactory, cannot be sold the idea that the makers of the product are business bandits. They know better.

Consequently, the average dentist scans the pronouncements of the Council with salt-shaker in hand. Writing last October in the *Bulletin of the Chicago Dental Society*, Dr. John H. Hosper said: "I do not deprecate the value of

the work of Dr. Gordon and his associates; but I do not like this attitude of iconoclasm that is pervading the Council."

Of the manufacturers, Dr. Hosper said, "What right have you, what right have I, to question their motives except when there is an evident attempt of fraud? Can we blame them for refusing to cooperate with the Council when that body blatantly endeavors to break down the results of all the research advertising and manufacturing expenses that have been incurred in the production of that article? How would we feel, what would be our reaction if some altruistically and clinically minded persons would brazenly endeavor to break down the results of all of our efforts?"

### Dentists Judge for Themselves

Dr. Hosper exhibited the same spirit of fair play which Mr. Larrabee himself discovered when he asked dentists about the Lyon's broadcast. The truth is that the majority of dentists have a friendly feeling for the manufacturers, regardless of Council acceptance. This feeling is not confined to the so-called rank and file, but is true also of dental society officials. Manufacturers who have been labeled as black sheep by the American Dental Association's Council on Dental Therapeutics are cordially invited to exhibit at the convention of American Dental Association component societies.

Those manufacturers who work intimately with the dental profession know that dentists at large are by no means "antagonistic." For example, one of the most successful manufacturers, who invests substantially in dental magazine space, this year added many thousand of dollars to his appropriation to cover new educational material

\***PRINTERS' INK**, July 25, page 65.



**"Some People don't read The Sun"**  
**...says the New York Sun**

in some recent advertisements in Printers' Ink. These Sun advertisements show photographs of some pretty slummy neighborhoods, where Sun readers apparently are rare as violets growing in the subway. But a table of small type at the bottom discloses that a certain morning Newspaper (*three guesses*) leads all others in circulation in this punk neighborhood. Tchh, tchh...

**Some people don't read anything...but**  
**A Lot of People don't read The Sun!**

In fact, about 90% of the people in the New York market don't read The Sun...possibly because they don't like it; or The Sun would have more than 295,009 circulation (*city and suburban*) among 3,000,000 families!

Among the nine daily newspapers published in Manhattan, The Sun is *eighth* in

total circulation; and among four evening papers, *third*. That's not such a good showing for such a good newspaper, is it?

Because most evening papers are sold at newsstands in the business districts, The Sun doesn't know who or where its readers are, and can't find out very accurately. And interviewing a few hundred families in a huge district is not a very conclusive check.

## **...You can find a lot of News readers anywhere because there are lots of News readers!**

In fact, in the best 10 of New York City's 114 districts, News circulation is almost *half* the whole city circulation of The Sun!

## **...Whatever the audience you want The News reaches most of it!**

We don't like to sass a contemporary in print this way...but criticizing the readers you haven't got seems to us to be pretty poor policy. The Sun's 10% of the market is probably a very nice 10%, but 10% isn't very much. We'll take our chances with the majority of New York every time, and so will most advertisers!

**THE NEWS**  
NEW YORK'S PICTURE NEWSPAPER

220 EAST FORTY-SECOND ST., NEW YORK  
Tribune Tower, Chicago • Kohl Bldg., San Francisco

which the dentist may use in illustrating to patients the evils of dental neglect. This manufacturer has a large corps of representatives who call upon thousands of dentists yearly as part of his plan to secure dental recommendation and dental acceptance of his product. Their reports and his own wide acquaintance among dentists have for years kept him informed of the profession's attitude. So he wasn't shooting in the dark when he largely increased his professional advertising. It would have been a waste of money to offer this educational material if dentists were "antagonistic." Theoretically, they should be antagonistic because this manufacturer has been rather bitterly denounced by the Council. However, he continues to cultivate dentists' understanding and goodwill and finds it very much worth while to do so.

It is true that there are bad products which should be banned. It is true that there is work for

the blue pencil in some of the advertising of good products. But it is also true that the vast majority of dentists appear to take a calm view and that they exercise the American right of using their own judgment, rather than blindly joining the Council's rather wholesale strafing of the dental preparations industry.

A high official in organized dentistry swore to me that the following incident really took place. He said that a member of the Council leaned over to him as they sat together in a dental meeting and whispered tensely, "Do you happen to have a couple of aspirins in your pocket?"

"Shame on you!" hissed my friend. "You've been telling us that aspirin is terrible."

"To hell with that!" the Council member is supposed to have moaned. "Man, I've got a headache!"

M. B. MASSOL,  
Publisher.

#### Newell Joins Geyer which Gets Kelvinator Account

H. W. Newell, vice-president in charge of sales of the Frigidaire Corporation, Dayton, has resigned to join the Geyer Company of that city.

The Geyer agency has been appointed to direct the advertising account of the Kelvinator Corporation, Detroit, effective immediately.

The Frigidaire company, whose advertising had been handled by Geyer since its product was introduced, is expected soon to announce its appointment of a new agency.

#### Wisconsin Legislature Passes Two Advertising Bills

The Wisconsin Legislature has passed a new law appropriating \$6,000 to the Wisconsin Department of Agriculture and Markets as a non-lapsible appropriation to advertise and promote the sale of Wisconsin potatoes. It also adopted a statute permitting candidates for public office to use paper matches in the advertising of their candidacies. Payment for the matches must be included in the official expense account which candidates are required to file with the State.

#### Clyde Has New Post

V. G. Clyde, who represented *Excavating Engineer*, in the Chicago territory for five years, has joined the staff of the Manufacturing Confectioner Publishing Company. He will cover the Central West for the *Manufacturing Confectioner* and the *Candy Buyers' Directory*.

#### Forms Harrison Agency

Lester Harrison has organized an advertising business under his own name with offices at 48 West 48th Street, New York, following the dissolution of Harrison, Gardner & Rothschild, Inc. Miss Lillian Harrison, formerly associated with the Cramer-Tobias Company, in charge of production, will act in the same capacity for the new organization.

#### Has Drug Account

The Dill Company, Norristown, Pa., has appointed the Gotham Advertising Company, New York, Esotabs, as its advertising agency. Newspapers and cards will be used.

#### Death of W. D. Leahy

William D. Leahy, editor of the *Milford, Mass., Daily News*, died July 30 at Milford, aged seventy-five. He founded the *Daily News* in Milford forty-eight years ago. He disposed of control of the paper several months ago but continued as editor.

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# Position and Pulling Power

Newspaper Study Overturns Some Theories as to Alleged Value of Certain Pages

By C. D. Benner

Media Manager, Ketchum, McLeod & Grove, Inc.

A NEWSPAPER advertiser plans to feature couponed copy in his next campaign.

A preliminary test campaign is placed to determine effectiveness of various copy appeals; the most productive position, size and wording of the coupon.

That decided, newspapers are carefully selected, the campaign is properly merchandised, the schedule begins. Nothing has been overlooked to make the program a success. Not even position. For on every insertion order appears the phrase: "Right-hand page, first news section requested."

Perhaps the order clerk is right. Possibly the advertiser did test position as well as copy, and *knew* that the news section should be most productive. But the probability is—and the newspaper make-up man is our authority—that he did not.

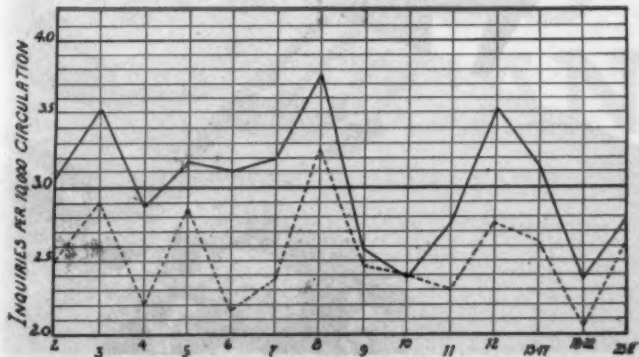
Is the insistent demand for right-hand position justifiable? Isn't it possible that a certain position on a left-hand page will out-pull a position on a right-hand page? Is page three so much better than thirteen? How much?

Just how much effect does position of a newspaper advertisement have on coupon returns? Is it a measurable effect?

Perhaps these questions will never be answered to the satisfaction of both newspaper publisher and advertiser. Certainly an effort to find an answer, if there is one, should be worth while.

The data following are a contribution to that search. It does not pretend to be conclusive. It considers none of the many other factors which influence coupon returns. Actually, it is only a record, by page and by position on the page, of 10,000 inquiries secured from

Figure 1—Inquiry production by page





**MR. MANUFACTURER**

*You are invited*  
**TO DINNER**  
*at the*  
**MORTONS**

**MR. MANUFACTURER**

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A place at the Mortons' dinner table is well worth fighting for. Yet there are some manufacturers who have failed to make the Mortons' acquaintance. These manufacturers do not seem to realize that the Mortons are a typical AMERICAN family. That they eat at least three meals daily—every day of their lives. That they are representative of more than 400,000 other Chicago families who read the American every night. And that this huge audience buys at least half the food sold in Chicago.

Apparently, these few food manufacturers believe that the Mortons invite unknown guests to their dinner table. In this case they're very

much mistaken; the Mortons have been educated to buy only familiar food products. Failure to advertise in the American to the Mortons means that literally every other one of their Chicago food prospects remains unsolicited.

The Chicago American delivers over 40,000 more circulation than the second evening newspaper, at the same national advertising rate. Moreover, its circulation is younger on an average, indicating a preponderance of growing families. Which means that the American offers more food consumption per family, as well as more families per advertising dollar. A word to the wise—Advertise!

# CHICAGO AMERICAN

... a good newspaper

NATIONAL REPRESENTATIVES: HEARST INTERNATIONAL ADVERTISING SERVICE

Rodney E. Boone, General Manager

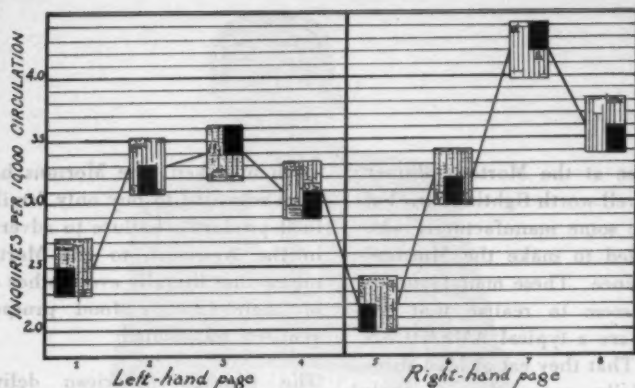


Figure 2—Inquiry production by position on page

a campaign in forty-three newspapers.

Figure 1 is a graph of inquiry production by page, beginning with page 2 at the left of the chart and continuing in numerical order. The upper, solid line graphs the number of coupons received from all advertisements in the campaign.

In the campaign there were two advertisements which outpulled all others. Possibly the inquiries from these two may have distorted the results for certain pages. To determine their effect, coupon returns from these two advertisements were eliminated from the total, and a second graph (the lower, dotted line in Figure 1) was made of the remaining inquiries. Apparently these two advertisements had little effect so far as inquiry production by page is concerned.

For simplification, the number of inquiries received per 10,000 circulation are shown rather than total inquiries. (This made possible a direct comparison of a newspaper of 50,000 circulation with one of 250,000.) For example, advertisements appearing on page 3, according to Figure 1, produced 3.05 inquiries per 10,000 circulation. The actual figures are 685 inquiries from advertisements which had a total circulation of 2,091,898.

Pages 13 to 17 (inclusive), 18-22, and 23 following, have been grouped

in Figure 1 because there were too few samples on any one page. It may be interesting, however, to note the response from single advertisements which appeared on pages quite the opposite of "well forward."

Page	Inquiries per 10,000 Circulation
13.....	3.62
14.....	2.83
15.....	3.91
16.....	8.96
17.....	4.03
18.....	3.16
19.....	6.12
20.....	2.83
22.....	3.04
25.....	2.98
26.....	3.35
40.....	6.29

As in every inquiry analysis, there are some things here which just cannot be accounted for. Why page 8 should outpull all other pages is one of them. It is not because the most productive advertisements in the campaign appeared on that page. That is shown in the lower graph, in Figure 1, which excluded the two most effective advertisements. Nor is it due to page 8 having been a position in only the most productive newspapers. The average standing of newspapers in

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which that position appeared was twenty-seventh—out of a total of forty-three papers.

Apparently a right-hand page, so far as this analysis is concerned, should be the choice. And yet all right-hand pages produced 3.25 inquiries per 10,000 circulation as compared with 3.10 for all left-hand pages; certainly not a wide margin. Finally, there seems to be no great difference in favor of a position "well forward."

Figure 2 is a graph of inquiry production by position on the page. The "newspaper page" is centered on the horizontal line which measures inquiry production per 10,000 circulation. The heavily shaded area on the "page" indicates the position of the advertisement. For example, position 1 at the extreme left on the chart—a lower left-hand position on a left-hand page—produced 2.5 inquiries per 10,000 circulation; position 5, lower left on a right-hand page, produced 2.2 inquiries per 10,000 circulation.

Again, inquiries from the two advertisements which had been so productive were eliminated to see whether they had made a more favorable picture for one or more positions. And again there is little variation:

Perhaps these figures partially answer questions in earlier paragraphs. There is one thing to be remembered in making any interpretation: that the preceding figures are an average of a large number. In other words, a certain position in one or more newspapers pulled way above the average; the same position in others produced inquiries far below the average.

What, then, are the conclusions? Position is certainly important in inquiry production. It may be desirable to pay a premium for a specified position on a particular page, or at least give the newspaper two or three days leeway in the insertion date, giving the make-up man a better opportunity to meet position requirements.

But is a blanket request for one specific position in a wide list of newspapers justified? I do not think so. It may, and probably will, result in a better return than if no attention were given to position at all. But for best results, a careful study of the make-up of each individual newspaper on the list is the final answer. It's quite possible that page 24, a left-hand page, well to the rear, in certain newspapers, will be your best bet.

	Total Inquiries (On Fig. 2)	Total Less Inquiries from Two Advertisements
Position 1—Left-hand page	2.48	2.15
" 2 " "	3.31	2.75
" 3 " "	3.40	2.57
" 4 " "	3.10	2.59
" 5—Right-hand page	2.18	2.05
" 6 " "	3.19	2.56
" 7 " "	4.19	4.13
" 8 " "	3.61	2.95

\* \* \*

#### Grossman Heads Own Display Business

A. Grossman, for several years account and merchandising executive with the W. L. Stensgaard & Associates, has resigned to form his own company, which will operate as Merchandising Arts, Inc., with offices at 1160 Chatham Court, Chicago. Robert McDonnell, art director, H. L. McAlear, illustrator, and L. C. Algoren, designer, all previously with the Stensgaard organization, have joined Mr. Grossman.

#### H. S. Brown, President, Foster Wheeler

Harry S. Brown, formerly vice-president in charge of sales and a director of the Foster Wheeler Corporation, New York, has been elected president, succeeding his brother, J. J. Brown, who continues actively as chairman of the board. David McCulloch, formerly secretary and general manager, was elected vice-president, as also were Walter F. Keenan, Jr., George B. Ferrier and J. J. Nells. P. N. Wenz was elected secretary.



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# WAVES LIKE THE SEA

**I**F any manufacturer could sell the permanent waves and shampoos that are bought by all of the women and girls in St. Louis, he would consider himself fortunate.

Yet there is an even larger group, the New Yorkers in over 600,000 solid, substantial homes where **THE JOURNAL** is, and always has been, the preferred evening paper.

Their patronage could very easily account for the entire production of many manufacturers. It can be secured . . . through the **JOURNAL**.

## IT IS A FACT

. . . that readers of the **NEW YORK EVENING JOURNAL** spend more on their hair than entire great cities like Minneapolis and Cincinnati.

# NEW YORK JOURNAL

•  
**THE NECESSARY NEWSPAPER**  
•

NATIONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE  
RODNEY E. BOONE, GENERAL MANAGER

# Without Gloves

Women's Radio Committee Issues Reviews That Criticize Candidly—and Sometimes Harshly

**W**OMEN have not been reticent in expressing their opinion of radio and radio advertising. With laudable frequency they have lifted their voices to complain against such varying things as the predominance of jazz, the dime-novel atmosphere of children's programs, the advertising of fake products over the air and other matters.

Of course radio advertisers and even radio broadcasting companies have not always liked the criticism. They have recognized the fact that frequently it was an outlet for the feelings of fanatics. Wise heads, however, have sensed in this volume of criticism certain complaints that they realized were justified and, justified or not, did represent a considerable body of feminine public opinion.

Among the organized groups that have exercised their critical faculty on radio broadcasting is the Women's National Radio Committee. This committee has tried to make its stand clear; that it is not antagonistic to radio as such but is antagonistic to the abuses of radio.

Its latest budget of criticism is found in its "Radio Review," Volume 1, Number 1, dated July, 1935, of which has just been issued. This is a six-page leaflet which handles certain programs without the use of the traditional gloves, unless they happen to be the type of glove that Joe Louis used to blast the foundations from under the man-mountain of Italy.

The masthead carries the name of Luella S. Laudin as editor. Miss Laudin informed PRINTERS' INK that while she supervises the material in the "Radio Review" it must be considered to represent the "crystallized opinion of listening groups in all parts of the country."

"These groups are reporting con-

tinually to headquarters," Miss Laudin tells PRINTERS' INK. "We feel that they represent a cross-section of the opinion of informed women in various parts of the country. In fact if our South-eastern group, for instance, makes a certain type of report we do all in our power to get a similar report from the Southwestern group and others so that the opinions are not to be considered sectional."

## Bouquets and Brickbats

"Radio Review" has six paragraphs headed "Our Listening Groups Report." Their summarized reports follow:

"... that Cities Service Hour, Palmolive Beauty Box Hour, Julia Sanderson and Frank Crumit and Harold Sanford's light opera program are the most popular of the lighter musical programs.

"... that Jack Benny's followers are in mourning following his desertion of the airwaves for a much-needed vacation, and that Burns and Allen have moved up into first place as the most popular comedy feature.

"... that One Man's Family, despite its tiresome advertising which most listeners tune out, is still the best dramatic program, with NBC's Drama Guild running a close second. As one leader writes of the latter, '... and it doesn't soak us in tea, either!'

"... that Amos 'n' Andy, which goes on and on, is still a prime favorite.

"Most frequently complained about: the advertising or beauty hints on all cosmetic programs, with Lady Esther romping away with all honors for being the greatest bore.

"Runner-up: Tastyest's advertising."

On page 3 begins a department

THE  
SUN  
IN  
DA

SU



# PORT OF BALTIMORE...

## PORT ACTIVITY HERE NEARS HIGH MARK OF 1934

—The Evening Sun  
July 19, 1935

Foreign Trade For First  
Half 66.8 P. C. More  
Than In 1933

TOTAL \$45,635,855;  
EXPORTS SHOW LOSS

\$27,748,738 In Imports  
Represent Increase Of  
5.7 Per Cent.

Port activity at Baltimore for the first six months of 1935 approached the general shipping and foreign trade levels of the corresponding period of last year when, during the entire twelve-month period, Baltimore regained ranking as second import city of the United States. G. H. Pouder, director of the export and import bureau of the Baltimore Association of Commerce, announced today.

Total foreign trade at the port of Baltimore for the first six months of the current year was valued at \$45,635,855, a decrease of 2.2 per cent., compared with the same period of last year, but an increase of 66.8 per cent. over the first half of 1933. Exports of \$17,887,116 for the first half of the current year decreased 11.6 per cent., compared with last year, but imports of \$27,748,739 increased 5.7 per cent.

**THE  
SUNPAPERS  
In July:**

**Daily (M&E)  
276,914**

Gain of 7,408  
Over July, 1934

**Sunday  
193,007**

Gain of 9,897  
Over July, 1934



## ORGANDIE CURTAINS FOR YOUR OFFICE?

Why not let the little woman drop down to your office some day and give it that feminine touch? Like moving your desk from this corner to that and covering your telephone with a satin doll.

What did you say?... Offices aren't supposed to please the ladies?... Business must put up a "front" that's impressive, yet practical, utilitarian,

Aug. 8,

designer

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designed to suit the busy executive, and no one but?

That's just what we say about Business Week.

☆ ☆ ☆

We say that the business executive wants and needs his very own weekly magazine. One that needn't try to attract anyone but him. One that talks his own language, reports the week's news in terms of what it means to him. One that recognizes that a busy man wants to get down to business and leave the pretty editorial ruffles for whatever spare time he can find.

☆ ☆ ☆

Six years ago we started Business Week on the assumption that there was a definite demand for such a magazine. Today 90,000 of America's biggest executives are voicing that demand in the form of paid subscriptions.

The result? America now has a bona-fide "Executive's Business Paper". And America's advertising dollar now buys more executives than any other publication can offer it.



**BUSINESS WEEK**  
*The Executive's Business Paper*

330 W. 42  
STREET  
NEW YORK

headed "Twisting the Dial—News and Comment." This has kind words for the America's Town Meeting feature over the Town Hall of the Air, for the University of the Air broadcast by Station WEVD of New York City, for Wallenstein's Sinfonietta broadcast over the WOR-Mutual network, for the Lewisohn Stadium concerts of the Philharmonic and for other types of cultural programs.

Not so kindly are the comments of certain other programs. For instance here is what this department says about Fleischmann's Yeast:

"For many years Fleischmann's Yeast has taken the radio audience weekly on a personally conducted tour of the intestinal tract. An otherwise excellent program has been ruined for many people by the too-frank discussion every Thursday night of what yeast will do for one's innards. A new series has just been launched by the same sponsor on Sunday evenings to make America's youth pimple-conscious. The advertising delicately skates around the edge of the subject in its attempt to keep the national complexion unsullied with the aid of Fleischmann's Yeast. The first few programs of the series have introduced two breezy reporters who take turns in questioning passersby from some busy New York City street corner. The questions are of the 'smart Aleck' variety calculated to bring gales of laughter from adolescents but which sound moronic to this reviewer.

#### A Model Program Analyzed

"Station WMCA in New York City has been presenting street corner interviews for five years under the direction of A. L. Alexander, but its program is much more intelligently handled. Questions about timely subjects are asked, and several people are invited to comment on each, thus furnishing variety and dramatic interest."

Nor does this department think much of the now extinct "Home on the Range" feature. With ref-

erence to this program, the review says:

"Nominated as the worst musical program on the air: 'Home on the Range'—the serialized story of Western life for which John Charles Thomas dons cowboy chaps and a ten-gallon hat weekly. When it is considered that this artist literally packs concert halls on every appearance with people who pay to hear him sing his own musical literature, it is maddening to hear him as an 'also-ran' on a mediocre program."

#### Compliments Sponsored Programs

Proving that the "Radio Review" endeavors to be fair in its criticisms are several laudatory paragraphs concerning advertising programs.

The following are good examples:

"STATE FAIR CONCERT—Sunday, 7:00 to 7:30 P. M. E.D.S.T. Blue network NBC.

"The successor to Jack Benny for the summer. Realizing that it would be difficult to find a comedian to fill Jack's shoes satisfactorily during his absence, the sponsor of this program—Certo—has wisely turned to music. Those who set the dials automatically at WJZ at this hour every Sunday will be well pleased with the light music offered by Lanny Ross and Howard Barlow. Taken out of the boisterous atmosphere where Lanny is usually placed on his other programs, you'll enjoy him—and of course, the orchestra is up to the usual Barlow standard.

"CORNELIA OTIS SKINNER—Sunday, 9:30 to 9:45 P. M. E.D.S.T. Blue network NBC.

"A delightful quarter hour with one of America's most popular diseases. Her artistry will hold you spell-bound. And, praise be, the Jergens people seem to be toning down their advertising, too. It was well-handled the Sunday this program was reviewed—July 21."

What effect the "Radio Review" will have is difficult to determine. One thing is certain. It will be talked about.

# Advertising an Investment

The Creation of Buyers and Potential Customers Is the Best Use to Which Money Can Be Put

By Roy Dickinson

ON a train I was talking with one of America's great advertisers. He is in an industry where it has been customary for a few leaders to invest large sums each year in keeping their names before the public. We were discussing the lack of advertising in certain other lines. In explaining his belief that many a maker of furniture and house furnishings had totally muffed the Administration's Housing program, he said:

"You know there are very few manufacturers who, down in their hearts, know what advertising can do for sales and therefore believe in it as a sound investment.

"Sometimes I wish I were running a company like Lever Brothers in a totally different line of business. Those people don't keep one eye on competition all the time. They don't cut down if a competitor cuts down. They go ahead investing their money in advertising on a basis of what *they* want to accomplish.

"I often wish I had a Board of Directors like they must have, who are real believers in investing a considerable portion of profits in reaching more buyers, instead of sticking profits away in a surplus account and getting a very small return on it."

His words have been set down as nearly as I can remember them. They were somewhat surprising to me, coming as they did from a really big national advertiser. Later conversation brought out the following viewpoint:

There are many industries (and furniture is as good an example as any in his opinion) where real opportunity is being missed because of inadequate advertising appropriations. A superficial knowledge

of advertising causes picayune, therefore wasteful, efforts. It is true there are a few leaders who do go out to create a desire for better surroundings in the home and who push their own trademarked merchandise.

After almost nine years of hopping against hope, the furniture industry now finds that the family is really thinking of furniture, as well as a new electric refrigerator or a new car.

The big semi-annual furniture market in Grand Rapids, which, according to my informant, showed a 30 per cent increase in sales over the year before, the market in Chicago, which also showed increased sales in attendance, and the one following in New York, indicate that people who are buying homes are looking at their own shabby furniture with jaundiced eyes.

## Spend More to Get More Spent

They want something better. When people previously had money to spend they thought of many other things before furniture. Now conditions have changed and the time is right for furniture manufacturers to capture a greater proportion of the consumer's dollar than they have had in the last twenty years.

Yet according to my friend many furniture manufacturers, like certain manufacturers in most other lines, have a destructive attitude toward advertising. If they could sit down in a room with all of their leading competitors and say to each other, "If you won't spend any more than \$20,000 a year on advertising this year, we won't either," they would be happy. In-



## "HE WANTS TO KNOW IF YOU'VE BEEN USING THE FEDERAL HOUSING ACT"

**What is he—a G-Man?**

No, he's from some magazine.

**Tell him we've got all the  
magazines we want.**

He says he's not selling them.  
He says you're one of their

2,000,000 subscribers and he  
wants to know if you are doing  
any remodeling this year.

**Doing any what?**

Remodeling. He says like adding  
a bathroom, or buying a new

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urnace. He says his magazine has been running swell articles on the Federal Housing Act and he wants to know if you've read them.

Heavens, no! But tell him we read all those divine love stories. And their fashion articles, Myrtle!—tell him they're adorable!

. . .

We've got nothing against people who haven't houses, or just don't care about home. (We've known lots of bachelor girls and single old ladies and kitchenette couples—all of them utterly charming.)

All we say is that as prospects for home products like roofing and wallpaper and paint and curtains and bathtubs and carpets—well, these home-is-where-my-hat-is people just don't make good sense.

So we've avoided them.

Avoided them by giving them *nothing* to make them want to read The American Home. Not one sweetheart story. Not one juicy serial. Not one column of fashion tips. No sir, not a

single line of *anything* except articles about homey things.

Anybody who reads *our* magazine has got to be actively interested in home.

But doesn't that kind of editorial policy raise hob with circulation? Not so you'd notice it. Less than three years ago (October) we had 262,000 readers. And this year our October guarantee is 650,000. *Nearly three times as many readers within three years*—without boy sales, premiums, club offers, short terms, arrears.

See what that means? It means an active, growing, responsive, *wasteless* circulation—distilled down to the logical prospects of every home-products advertiser in America. It means that you *know* you're reaching real people to whom home is a major interest—people who are planning a home, improving a home, running a home. And nobody else.

. . .

**If your product is for the home or for use in the home, sell it in the magazine that *talks sense* to people who *have homes, love their homes, spend money on their homes.***

# The AMERICAN HOME

America's No. 1 medium for advertisers who sell *anything* for the home



stead of going out to do a job on their own, too many manufacturers fix their appropriations with one eye on a competitor instead of keeping both eyes on their own objectives.

While I fully agree that this somewhat pessimistic attitude toward the average manufacturer is exaggerated, there are too many manufacturers who advertise only because their competitors do. There are some who have made advertising an integral part of their policy from the start, and those have persisted through the years.

Take a look at a concern in the soap field—Colgate-Palmolive-Peet.

The great grandfather of Bayard Colgate, present president, started making soap in 1806. He was the sole owner of the business. In the very earliest days he told people about what he made. He could have "saved" by not advertising. He could have put a lot of money into reserves and perhaps invested those reserves in some so-called gilt-edge bonds, which looked good at the time but which would have gone down in value over the years.

What he actually did was to put a large part of his profits back into experiments to make a better product. He bought new machinery as it came along. He developed new products and, each year, put back some of his profits into telling people what he made, why he thought they ought to know about it, and why the younger generation ought to know that the name Colgate meant excellent soap.

#### Satisfied Customers Are the Best Asset

He did this, because he was close enough to his business to know that his real boss was the consumer. He knew that his boss was never a board of directors; not some distant bank, an authority in Washington nor a Government bureau. He knew that if he didn't continue to please his customer boss, some other company would come along and do the job better. That other company, or perhaps another industry, would then get his share of the consumer's dollar because it

had pleased the consumer boss better.

Manufacturers who grew up in the old tradition were mighty careful to see that the consumer got the best product the manufacturer could make at the lowest price at which he could sell it without going out of business. Over the years they reminded consumers of these facts continuously. If every manufacturer would realize that he is working only for the customer boss and taking a small service fee for producing, he would spend more money in telling consumers about what he is making.

#### Banking Concept Has Undergone a Change

At the present time banks have money to lend. They are changing their attitude toward machinery as opposed to those intangibles, such as knowledge of the product and good-will, which build sales. As one bank recently pointed out in paid space, ideas in selling are more essential to the operation of a company than the machines that manufacture the goods. Consumers who are impressed by the product are more essential than goods to be sold. Goods can always be supplied when buyers are present and ready to purchase.

When a company can look back on its history from a 130-year perspective as the Colgate company can do, or as, in a shorter term of years, Lever Brothers can, management can easily discern that the money invested in advertising was far better than money invested in so-called reserves. Advertising over the years has been an integral part of sales, not a competitive club nor a means of glorifying names in print.

There are at the present time many companies that have a surplus. If this is put into the best securities they can get, it probably is not returning more than 3 per cent.

These companies surely have faith in their own product. It would be far more logical for them to invest a certain portion of their reserves in building customers and in creating in the minds of the

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"But *my* business is different..."

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“But *my* business is different...”

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SOME of the most successful advertisers today are men who years ago looked wistfully at other men's advertising and wished they too had a product that could lend itself to advertising.

Advertise steel? Advertise elevator service? Advertise tin cans, aluminum caps, coffins, bathroom tissue, a railroad? Advertising was not for them. “My business is different.”

Somehow they decided to try anyway. Many a business proved indeed difficult, unmalleable—but with the blood and sweat and pain of thinking came shrewd advertising campaigns which in turn made other business men sigh wistfully that *there* was a business you *could* advertise. “But my business is different.”

Today there are business men reading FORTUNE who look admiringly upon “typical FORTUNE advertisers.” They regard them as businesses apart, justified in seeking the rich, unique market between the covers of FORTUNE—the 100,000 solvent subscribers, the 900,000 additional readers in the private lives of those subscribers.

Little do these admiring regards realize that they themselves may well be "typical FORTUNE advertisers."

Any business, large or small, may be one such. In the past year 100 companies newly began advertising in FORTUNE. Some inquiring mind in each of those companies—or in its advertising agency—must have asked at some point, "What about *this* company becoming a FORTUNE advertiser?"

More than 400 concerns now use FORTUNE. Some sell to FORTUNE-readers-as-Executives, the ultimate power behind the okays in the purchasing department; others sell to FORTUNE-readers-as-People, men and women who travel, turn on radios, drive cars, want ice cubes, like good food, fleecy blankets—

FORTUNE's million readers (89 percent of whom thumb through the advertising before settling down to read the magazine) may be a profitable market for your own product or service—or the product or service of your client. To inquiries about this market and the low cost of reaching it, FORTUNE will give thoughtful attention. Perhaps we may have the solution to your advertising problem—be it ever so "different".

---

# Fortune

135 E. 42ND STREET, NEW YORK

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coming generation a knowledge of what they make.

If this seems somewhat impractical to the hard-headed watchdogs of the treasury in some of these large companies let me quote a man who built a great fortune and whose company is carrying on the leadership role attained through his eternal belief in advertising. I refer to the late Lord Leverhulme, founder of Lever Brothers.

He said back in 1919:

The best reserve fund of any business is to be found in the good-will of that business. Many boards of directors devote their surplus profits to "building up a strong reserve fund," which fund is generally invested in what again are called "gilt-edge" securities. These same directors are then kept busy for many years afterwards to write down out of further surplus profits the cost price of these same "gilt-edge" securities to falling market values. Should the business have to meet and overcome difficulties, or have to face frenzied competition, and the directors decide that their policy ought to be to draw somewhat upon these "reserves," they find they cannot realize them without serious injury and loss of the confidence of their shareholders in the reputation and standing of the business; or, in other words, serious loss of "good-will."

These reserves are mere window dressings. They cannot be described as reserves in any sense of the word, and to do so is an act of self-deception.

Now I hold strongly that the best investment for surplus profits is to expend them on judicious advertising, wisely and carefully planned, and executed with originality and forcefulness. These same surplus profits, invested wisely in advertising then become a real "gilt-edge" security, and a solid reserve of strength to meet days of difficulty, and to overcome quietly, but irresistibly and surely, the most frenzied of competition, and the business thus provided with reserve strength stands four-square to meet and overcome every attack.

It seems to me that the state-

ment of Lord Leverhulme would be a fine thing to read to many boards of directors, especially if they are meeting in August or September of this year. If they will look over their past financial history, I feel confident they will find a number of "gilt-edge" securities purchased at some time or other which they eventually had to write down out of surplus profits.

A wise, carefully planned and original advertising campaign as a sound investment for the future would be a logical subject for a director's discussion. It was many years ago that Leverhulme said that money invested in advertising would become "a solid reserve of strength." Since that time the younger generation has become more familiar with advertised products and sales arguments for advertised goods than any previous generation.

#### Consumer Market Is Not Static

It might be well for these directors, thinking of making an investment in future sales for their own business, to ponder that fact. It can be proved.

Last year 1,184,000 girls and 1,186,000 boys, a total of almost two-and-a-half million people, reached the age of sixteen years. It is the estimate of the Metropolitan Life Insurance Company that during the period since 1929, 14,225,000 people have come to the fighting, thinking, look-ahead, buying age of sixteen years.

These 14,000,000 people know more about advertising than any other previous group. Let any manufacturer ask one of the younger generation about certain advertised products and he will be surprised at the knowledge he finds among youngsters of eight years or more. I'll be willing to bet he will discover far more knowledge than he had at any age previous to twenty-five.

This group of 14,000,000 people look ahead with fearless eyes to the day when they can drive their own cars, own their own radio sets, live in homes of their own. They have the keenest sort of desire to

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possess good things and a willingness to work hard to satisfy this desire. They have no confidence in those defeatists who ask them to be satisfied with lower living standards and to be content to live with fewer inventions, comforts and gadgets than their parents have now.

While this group of young people have been growing up there have been a lot of other customers passing out of the picture. Yet the board of directors, thinking about advertising for the coming years, fails to realize the fact that with annual births above the 2,000,000 mark 245 new potential customers are being born every hour. Each year a new group arrives at the age when it must be told that certain words mean certain products, that some manufacturers have been proud to put their names and reputations back of those products.

During the same hour at which are being born the 245 little folks, future customers who will want velocipedes, radio sets and automobiles, the grim reaper is taking away two customers per minute. These customers *knew* all the words. They knew that Goodyear means tires and not a period of time, that Ford means an automobile and not a place to cross a river.

There are plenty of signs that the average consumer of the country has changed his mental attitude and is beginning to make purchases. It is, therefore, high time that more manufacturers looked on advertising as some of the old pioneers in manufacturing knew it;

as a definite building force, a real place to invest profits.

Many an industry which for years has been losing out in the race for the consumer's dollar, will find itself further back in the rut of price merchandising unless it now bestirs itself. Furniture, men's shoes, hats and a score of other big national industries are not going to be able to meet the competition of electric washing machines, refrigerators, radio sets, television, vacuum cleaners, automobiles and steamship tours on price appeal alone.

Scores of industries are now squarely confronted with the necessity of creating business as well as competing for that which already exists. Their great need is to know and understand the public, to realize that people must *want* things before price counts, that prices alone never made anybody want anything, that advertising is the most economical way yet discovered of making people want things.

Facing the present better business outlook, the company that does not consider an advertising appropriation and look upon it as an investment in good-will and insurance is not being fair to its stockholders.

There is a chance to do a real advertising and selling job this fall. An investment in advertising, carefully planned and consistently carried out with imagination and courage, will prove a sound investment, both in immediate profits and for the company's future stability.



#### Weissenbach Makes Agency Change

Henry Weissenbach, who has been vice-president of the Peck Advertising Agency, Inc., New York, is now associated with Kelly, Nason & Roosevelt, Inc., agency of that city.



#### Bowman Appointed

Luckey Bowman, Inc., New York agency, has been appointed to handle the advertising of the R. Guastavino Company, New York, electrical engineers.

#### Hull Agency Appoints Dorothy Lamb

Dorothy Lamb has been appointed copy director of W. H. H. Hull & Company, Inc., New York agency. Miss Lamb formerly was with McCann-Erickson, Inc., and the Hazard Advertising Corporation.



#### Heads Agfa Ansco

Ernst Schwartz has been elected president of the Agfa Ansco Corporation, Binghamton, N. Y. He has been chairman of the executive committee.

# Licensing Bill Has Wallop

Not So Drastic as First Draft, But Business Still Has Much Cause for Worry

*Printers' Ink Bureau,  
Washington, D. C.*

THE American Federation of Labor's Federal licensing bill (S. 3363) was introduced in Congress this week by United States Senator Joseph C. O'Mahoney, Democrat, of Wyoming. Many of the features of the first draft are missing, but some that did not appear in the first draft—previously commented upon in **PRINTERS' INK**—are included. The bill has a good deal the look of a share-the-wealth proposal and a lot of the look of a share-the-responsibility project, in addition to laying down the employment conditions which must be observed by firms licensed under the bill.

Most commentators are likely to look upon title 1 of the bill and concern themselves about terms and conditions of employment as found therein. They are advised to persevere and work their way on into title 2, because the terms of that portion of the bill are designed to work profound changes in the practices of almost every sizable corporation in the United States.

If production control, price control and production allocation are missing, there are plenty of paragraphs present over which to concentrate in those hours popularly supposed to be devoted to study and reflection.

The bill does not create a new commission, but it seeks to place the administrative power in a re-organized Federal Trade Commission, probably because the Federal Trade Commission operates under a law which has been declared constitutional. There would be seven members, of whom business would have two, labor two, the public three. The labor and industry members would be appointed from panels of five presented to the

President by a recognized national organization in each field. For labor that would mean the American Federation of Labor.

Corporations would be required to have their chief executive offices and places of business in the State where incorporated.

Corporations formed after passage of the bill would have only such powers as might be incidental to the business and could not hold stock of any other corporation unless that corporation should be subsidiary or tributary and "contributes to the objects and purposes for which such corporation was organized."

All stockholders would have the right to vote the number of shares held by them, subject to limitations on the number of votes any person might cast, regardless of any charter provision for non-voting stock. Non-voting stock would become voting stock.

## Money Loans Would Be a Bar

Only actual owners of stock could become officers or directors. And here is a provision that would hit many a bank: "Unless otherwise provided herein, no director or officer shall be a stockholder or employee of any corporation engaged in the same business, nor shall any such director or officer be a director, office holder or employee of any corporation which has advanced or loaned money or property to such corporation."

Directors would, under the terms of the bill, be trustees of the stockholders, liable to them in actual and punitive damages for certain things.

Bonuses and like devices are sharply limited in this language:

"No officer or director shall directly or indirectly or by any device whatsoever take any profit to



## Most Sales Lowest Cost



The Inquirer, daily and Sunday, with a combined circulation of almost a million with the lowest milline rate in Philadelphia and one of the lowest in the United States . . . has the volume of circulation and prestige to bring the most sales at the lowest cost.

# The Philadelphia Inquirer

*"Pennsylvania's Greatest Morning Newspaper"*

**NEW YORK**  
H. A. McCandless  
60 East 42nd Street  
**CHICAGO**  
Guy S. Osborn, Secular  
& Meeker, Inc.  
360 N. Michigan Ave.  
**DETROIT**  
Guy S. Osborn, Secular  
& Meeker, Inc.  
General Motors Bldg.

**BOSTON**  
W. L. Tyler  
80 Baytlem Street  
**ST. LOUIS**  
C. A. Ceur  
Globe Democrat Bldg.  
**SEATTLE—SAN FRAN-  
CISCO—LOS ANGELES**  
H. J. Bidwell Co.

himself as a result of the trust reposed in him save only such compensation as may be regularly awarded to him by vote of the Board of Directors, provided, however, that no bonus or commission or emolument of any kind or character in addition to his regular compensation shall be paid to any officer or director except by a vote of the stockholders at a regularly called meeting."

The bill requires that all stock be fully paid, or payable in cash, property or services, subject to fair court valuation of such property or services. And each new corporation would be required to file a certificate with the FTC stating its intention to abide by all Acts of Congress regulating commerce.

Representation of employees on boards of directors is applied under two alternate provisions, one of which would stipulate that the employee directors shall be as many "as the number of such employees entitled to vote shall bear to the total number of outstanding shares of stock in the corporation."

Another provision would limit the surplus of a corporation to a percentage of its capital stock yet to be determined, requiring that any surplus in excess of such percent be distributed in dividends, unless dividends in the preceding year have amounted to 10 per cent of the outstanding stock, in which event an employee profit-sharing plan would have to be set up.

There is provision for *corporation representatives* whose province it would be to serve as proxies for stockholders. These representatives would be experts, certified by the FTC and the president of the Civil Service Commission. Such representatives would be paid 50-50 by the corporation and the FTC.

Title 3 is a model incorporation bill.

Title 1 contains the employment provisions, which are intended to replace NRA, as far as objectives are concerned.

The object of the bill (this should interest lawyers) is to "insure domestic tranquillity and to promote the general welfare," etc. It has been said that the limitations

on "general welfare" never have been reached in legislation.

The bill stipulates that goods in manufacture and goods in retail trade are in interstate commerce.

It is probably important, from the standpoint of constitutionality, to observe that the bill sets forth the premise that franchises, powers and privileges of all corporations are drawn from the people "and are granted by the governments of the States or of the United States as the agents of the people for the public good and general welfare" and that it is the right and duty of these governments to control and regulate such corporations.

Prior to its statement of employment terms the bill takes this sizable step in the direction of permanent planning:

The commission is authorized and directed to develop a general program for the co-ordination, stabilization and orderly development of the basic industries of the United States and for a more equitable distribution of the earnings of commerce, trade and industry to those employed therein and to the investor of capital therein, and for that purpose to summon a national industrial conference in which employers, employees, the investing public and the public generally may be represented. There shall be submitted to each session of the Congress a full report of the activities of the Commission in developing such program.

And this further paragraph under the same head:

The commission is further authorized and directed to investigate the several basic trades and industries of the United States, and from time to time submit to the Congress its findings concerning the general economic conditions prevailing therein, with recommendations for methods of fair competition designed to eliminate unfair trade and labor practices in these several trades and industries.

Where the Commission finds wages so low as to be contrary to public interest, it may fix a mini-

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mum for the lowest paid category of workers.

The general guarantees of the right to organize and bargain collectively, as set forth in the Wagner-Connery Act, are included.

Women doing work equal to the work of men are to be paid equally.

No person under 16 years of age shall be employed and none under 18 may be employed in hazardous occupations.

Licensees must comply with the Wagner-Connery Act.

This provision is worth study textually:

Rates of pay of employees shall be increased, and hours of work shall be reduced in accordance with gains in the productive efficiency of industry arising from increased mechanization, improvements in technological methods, or from other causes, to the end that employees shall have an equitable participation in the output of industry, and that employment and mass purchasing power may keep pace with the productive accomplishment of industry.

It will be of interest to note that the Commission is not only authorized, but is directed, to investigate any strike or lockout in which police or troops have been called to duty.

Government money would be spent only with firms complying with the new legislation.

There are broad and sweeping provisions for examination of books and accounts and for reports, to the end that Uncle Sam would know the story of business from the inside and in detail constantly.

Some labor spokesmen have called the bill the most important bill offered to Congress in thirty years. From Atlantic City, where the A. F. of L. executive council is in session, President Green has called for support for the measure.

The bill will not get through in this session, of course. But its backers hope that hearings may be authorized by the Senate so that they may proceed during the interim between adjournment and the January session.

### Directs Amplex Sales

Harry E. Heath, previously director of service for the Plymouth division of the Chrysler Motors Corporation, has been appointed general sales manager of the Amplex division, which handles Chrysler's marine and industrial activities.

• • •

### Childs Restaurant Account to Kelly, Nason & Roosevelt

The advertising account of the Childs Company, New York, chain restaurants, is now being handled by Kelly, Nason & Roosevelt, Inc., agency of that city.

• • •

### Elects Boykin Paschall

Boykin Paschall, advertising director of the Savannah, Ga., *Morning News* and *Evening Press*, has been elected vice-president of the Newspaper Advertising Executives Association for Georgia.

• • •

### Appointed by Colonial Press

William K. Wilson, has been appointed director of sales promotion and development of the Colonial Press, Inc., Clinton, Mass.

### Form Pierce-Larison

Edna Calloday Pierce and Ruth Hooper Larison have engaged in a business partnership in the toilet preparations field. Miss Pierce formerly was supervisor of retail sales of Lenthric, Inc., New York, toilet articles. Mrs. Larison is a designer and creator of packages.

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### Made Sales Manager, Hammer Dry Plate

M. E. Jones, for several years with the Firestone Tire & Rubber Company in St. Louis, has been made sales manager for the Hammer Dry Plate Company, of that city. The company has added film to its line.

• • •

### Woodward Opens Boston Office

Frank W. Heanue has been appointed manager of the new Boston office of John B. Woodward, Inc., publishers' representative. He has been with the national advertising staff of the *New York Times* for the last eight years.

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### With "Pictorial Review"

Spencer Young has joined the advertising staff of *Pictorial Review*, New York. He succeeds his brother Frank O. Young, who is now with *The Farm Journal*.

The comparative value of Physical Culture the products as de-cafeinated coffee is the gr other magazines. One out of every comes receive Physical Culture have de-cafeinated coffee on their pantry shelves... compared with one of 15 in the homes reached by two of leading women's magazines. Physical Culture's ratio of effectiveness is applicable to all products which sell on a quality appeal.

*\*Physical Culture's superiority is based on a pantry inventory which is available for distribution.*

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**SAL CULTURE**

*Personal Problem Magazine*

# Come Down or We Shoot!

A Two-Edged Warning to Detonating Detractors of Advertising and Its Frenzied Defenders

By F. Stirling Wilson

THE innocent bystander in the fight between the advertising fraternity and their detractors (detonating type) is not so much in danger of being hit by a flying adjective as he is of being bored to death. Also, his innocence is in some danger of being violated and he must, in the nature of things, be approaching the point of believing that all men are liars.

The latest Big Bertha which has been wheeled into action by that blithe and bucolic organization known as Consumers' Research, Inc., is "Counterfeit." (Note to compositor: Do not omit quotation marks.) This free-swinging little book carries a blurb on the wrapper—"certain to be talked about for many months to come." I'll tell the world! The words were no sooner out of the blurb-writer's mouth than PRINTERS' INK reviewed the ninety-five-page, \$1.50 book in an article which (to borrow some words from the above-mentioned blurb) was "written with the accuracy and zeal that went into the earlier work which Mr. Kallet wrote jointly with F. J. Schlink." And at least, that was a great deal of zeal.

"Counterfeit" opines that Allonal, for instance, is a poison. P. I., reviewing, says, in effect, "What of it? So is salt." This writer, keeping both arguments in mind, recalls an occasion when Allonal was the greatest boon on earth, and poison or not, he can pull as many weeds in as hot a sun as any man on the CR staff in Washington, N. J.

But to get back to my story. Albert D. Lasker, writing in P. I. recently, said the best defense of advertising is better copy, thus crossing up the advertising men

who say advertising needs no defense at all. But the advertising men are not willing to let it go at that. They break out, instead, into elaborate language, including a fair amount of invective, and justify everything about advertising except cancer cures. Methinks they protest too much.

CR, on the other hand, through "Counterfeit," will show you that it is easier to mix your own floor wax than to buy it, if you can pronounce carnauba and know where to buy it and you care for that sort of thing, and can prove to your wife that you know how to mix good floor wax. In intimating that the consumer gets rooked every time he buys a factory-made or nationally advertised product, methinks CR also protests too much. A conviction of the justice of one's cause does not call for so much fireworks as both sides are giving us.

## A New Angle for Convention Speeches

It would be wiser, this onlooker believes, if advertising men would stop scheduling talks at conventions entitled: "Is Advertising on the Defensive?" or "Advertising Is Justified," and to begin to substitute such titles as "The New Job of Advertising" and "The Creation of New Ideas." The copy writer is not always a realist, but the head of the agency must know that a vast amount of hurtful skepticism exists in this man's country as to the value and sincerity of advertising, and not all of it has been stirred up by Consumers' Research and the American Home Economics Association. It does no good to call the other side names and it does no good merely to deny

all the allegations with a great show of indignation. The consumer is not much interested in this bi-partisan fight.

After all, it is hard to believe that a cigarette will do as much for you as a Turkish bath, a sherry flip and a nine-hour nap. And it is asking a lot of the American public's credulity to assert that beauty, fame, fortune, economic security, dinner invitations and backaches relief will result from the use of "our brand." And of course the bland and ingratiating purring of radio announcers is an incentive, too many, to end that old brand preference in favor of almost anything. (Note: try to locate a radio announcer who makes the same mistakes in diction and enunciation that your Uncle Eddie and Aunt Minnie make.)

#### A Wrong Challenge in the Wrong Direction

A few weeks ago I heard one of those indignant defenses of advertising by an advertising man of high rank. The occasion was the annual meeting of a large business organization, referred to variously as "the best business minds of America" and "Public Enemy No. 2," according to where you stand and how long you have been standing there. The speaker, who has since received considerable acclaim on account of his courage and his message, made a good speech. It was clever, it was witty, it was delivered with evident relish, it made interesting listening and it aroused echoes in the minds of many present who experienced that "you-took-the-very-words-out-of-my-mouth" feeling. It was a fighting speech, all right, except that there was no one there to fight back, or take off his coat and meet the challenge.

"Anyone who will advertise and sell a sure-cure for cancer or old age is a so-and-so," challenged the speaker, in almost those words. The listeners looked over their shoulders as if expecting someone to take up the challenge, but everyone apparently felt the same way about cures for cancer and old age. Even in far away Washington, N. J., they'd agree with him on that.

But why go into the cancer cures? There are so many more prominent items close at hand, where advertising needs defense—not so much against charges of viciousness as of plain silliness. This speaker, whom I use as an example because he is capable of making a much better constructive defense of advertising than he showed here, also brought in the well-worn reference to professors, which is always good for a laugh at a business meeting.

But professors, I must point out, were invented long before the New Deal or Consumers' Research either one, and some of them have found profitable niches in various advertising pursuits, where they get money for giving advice on marketing. Other professors are the authors of "years of scientific research," as a result of which startling announcements are made, dear to the hearts of copy writers. One of these profs, by the way, now a leading advertising man, confided to me once that advertising often increases prices to the consumer, a bit of heresy or fact (take your choice) which would not get much of a welcome from the speaker I have quoted above.

#### Invective and Sarcasm Are Not Arguments

Again, this speaker made a killing reference to the so-called chamber of horrors which, he said, now languishes in a state of disrepair in a backroom of the Department of Agriculture. That was funny, and we laughed, but it did not counteract one iota the dangerous character of the items displayed by the Department of Agriculture, and it had no reassuring effect on the public mind. In other words, invective and sarcasm are not arguments, no matter which side uses them. Valid arguments and constructive ideas are what the public wants and what advertising men must give.

On the other hand, what about the opponents of advertising? After a reading of such a book as "Counterfeit" the average reader may come to the conclusion that all business men are just naturally crooked. My mind, for one, re-





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## *Of course some people can finish Redbook in one night*

It takes a long evening to finish 8 short stories, parts of 3 continued novels, 6 feature articles plus a sprinkling of special pictures and what not. Especially when you top it off with a 50,000-word book-length, first-run novel, the kind that later sells for \$2.00 in a bookstore. The rather obvious result is that Redbook is a monthly magazine that actually lasts a month. And that goes, too, for your advertisement on its pages. You can be fairly certain that your page will be seen not once, but more likely several times. Often enough for your story to do its job. Not to males alone, or to females, but to husbands and wives as well, including the lady next door, who is always intending to buy her own copy some day. To keep the fences up, and the right people buying Redbook (and reading your advertisement) calls for the better type fiction, the more significant articles. (In this issue you'll find George Jean Nathan, P. G. Wodehouse, Arthur Somers Roche, Cornelius Vanderbilt, Jr., Stephen Vincent Benet, W. Bérán Wolfe, M. D., a book-length novel by William McFee, and more.) Advertise to Redbook's 775,000 families and you profit more.

**REDBOOK—the magazine plus a book-length novel**

fuses to accept such a generalization. It is palpably absurd. Men do not go into business simply to put across a worthless product; they do not spend their time perfecting products to maim and injure their neighbors. They are the same guys who lunch next to you, plant iris in the suburbs and hope to break a hundred. Occasionally some are forced by cutthroat competition into questionable practices, and others inherit a set of rules by which the game has always been played and by which they are forced to play it. But conscious dishonesty among business men is, I venture, as rare as among missionaries and writers of reform books, CR to the contrary notwithstanding. Indeed some treasonable minded persons have even hinted that CR did not always count all of its strokes.

Only an absolute and ultimate fool will deny that advertising has created markets, improved the standard of living and—in the great majority of cases—lowered the price to the consumer. No amount of saving on precipitated chalk will make up for the saving I made on my automobile because advertising increased the distribution and lowered the price. On the other hand, only a fool would believe some of the claims made

for reputable products by reputable advertising men.

What the public wants and needs (and I am no more in the confidence of the public than you are) is not defensive orations, or expletives, but constructive copy. Mr. Lasker is right. The public does not want to resort to reading advertising of clamshell buckets, sulphuric acid and technical products to be sure of getting a calm, scientific statement of what a product actually is and can do; they ought to be able to get just as accurate a presentation from consumer magazines and papers. The public is entitled to truthful statements and moderate statements in food, toothpaste and beauty lotion advertising. Of course, if the product is no good, eventually the truth will out, and a decade is a short time in industrial history.

As for consumers' organizations, appointed and self-appointed—let them be critical but let them be fair. Advertising men do not wear horns. I know, because I saw one. All virtue is not in criticism and sensational announcements that water is merely a composition of two plentiful ingredients, hydrogen and oxygen. Speaking for one consumer, I say to both of the contestants, "Will you come down, or must we shoot?"



#### Death of Charles E. Kelley

Charles Earl Kelley, attorney, whose clients included a number of publishers and publishing interests, died at Lake Mahopac, N. Y., on August 3, aged fifty-four. He was an expert in libel cases and had appeared as counsel for the Associated Press and the Crowell Publishing Company.



#### Joins Larchar-Horton

Carroll H. Rickard, at one time advertising manager of the Callender, McAuslain & Troup Company, Providence, R. I., has joined the staff of Larchar-Horton Company, agency of that city.



#### Sill Resigns

Jerome Sill has resigned as advertising manager of the American Lady Corset Company, Detroit.

#### Resumes as Daily

The new Lexington, Ohio, *Daily-News*, formerly the *Perry County News* and *Sentinel*, will resume publication in the five-day evening field on August 19. The C. J. Anderson Special Agency, Chicago, and Ralph R. Mulligan, New York, will continue to represent it in the national field.



#### Appoints Leo Wilson

John B. Woodward, Inc., publishers' representative, has appointed Leo Wilson, formerly advertising director of the Omaha *World-Herald*, manager of its newly established Los Angeles office.



#### Farm Papers Appoint

Fred O. Toof has been appointed Western manager at Chicago of Associated Farm Papers.

# That Allowance Fight

Uncovering of A & P Discount Figures by Patman Inquiry Lets Loose Flood of Argument

By C. B. Larrabee

A FOG of misinterpretation and incrimination has resulted from the recent revelation of the amounts paid by a number of food manufacturers to the Great Atlantic & Pacific Tea Company as brokerage, discounts and advertising allowances.

The steps leading up to the uncovering of these figures are for the most part unimportant. They were given before the Special Committee to Investigate the American Retail Federation, a committee which is partly the outcome of what started as a private fight between certain factors in the food industry.

The Patman Bill, H.R. 8442, is not a bill that affects the food industry alone. Its preamble states that it is "A bill making it unlawful for any person engaged in commerce to discriminate in price or terms of sale between purchasers of commodities of like grade and quality, to prohibit the payment of brokerage or commission under certain conditions, to suppress pseudo-advertising allowances, to provide a presumptive measure of damages in certain cases and to protect the independent merchant, the public whom he serves, and the manufacturer from whom he buys, from exploitation by unfair competitors."

Obviously this is a blanket bill to cover "any person engaged in commerce" and to control the payment of most types of discounts, brokerage and allowances in all lines of trade where a manufacturer deals eventually with the retailer.

In the second place, the Patman Bill is designed to supplement the Clayton Act and more particularly Section 2 which has been practically inoperative. The Federal

Trade Commission issued only ten cease and desist orders involving this Section in the period from 1914 to 1929.

A similar bill has been presented by Senator Robinson in the Senate.

What is Representative Patman's attitude toward the situation? It was revealed last week in a statement made by Mr. Patman to Chester M. Wright, Washington editorial representative of **PRINTERS' INK**.

Speaking of the payments made to the A & P he said: "These are just rebates. They are on all fours with the railroad rebates to oil companies, packers and other big shippers that made the country furious many years ago. The chain stores are getting at least a \$40,000,000 a year unfair advantage over their competitors. This cannot be allowed to go on."

## End of Loss Leader Sought

Proponents of the bill say that it will work a commercial revolution by carrying the one price system from the wholesale field. If this can be accomplished, they say, and all merchants started on an equal footing of identical prices, the ground will be cleared for another commercial reform which Justice Brandeis of the Supreme Court has advocated for years. He would allow the manufacturer of an article to fix its retail price, under safeguards and supervision, of course. This, it is claimed, would end the loss leader.

Obviously an important group in Congress considers the Patman Bill as another bulwark to protect the little fellow.

What is the manufacturer's view of the situation?

**PRINTERS' INK** asked Paul S.

Willis, president, the Associated Grocery Manufacturers of America, Inc., to answer this question. Mr. Willis submitted two statements, one by him concerning the revelations of the A & P allowances and another AGMA's official brief upon H.R. 8842.

Mr. Willis summarizes these statements for PRINTERS' INK as follows:

"I attach statement which I have prepared for you upon the 'Patman Investigation' and the 'Patman Bill.' The highlights of it are:

"(a) The publicizing of this report in incomplete form and without a clarifying statement showing comparative figures showing what are the arrangements with other distributors, in the first place makes these figures largely meaningless and secondly makes them subject to erroneous and misleading interpretations. It gives the impression that all food and grocery manufacturers are guilty of 'unfair dealings' when as a matter of fact, this is definitely not the case.

"(b) If and where unfair and discriminatory arrangements exist, I have no defense, and say with emphasis they should be cleaned up. And the obligation for doing so rests equally with manufacturer and distributor.

"(c) While the responsibility for the existence of discriminatory arrangements rests with the manufacturer, however, the distributor is also guilty; for unquestionably his pressure upon the manufacturer for a larger discount, contributed largely to setting up the arrangement. Therefore, if the arrangement is unfair, the distributor should co-operate with the manufacturer to clean house.

"(d) If and where an unfair arrangement exists, the manufacturer should promptly adjust same and not weaken under other distributors' pressure to extend said discounts. Any discriminatory arrangement should be adjusted at the source, not extended.

"(e) This situation is not one to be 'glorified' by attacks upon all food and grocery manufacturers, because it is a situation to which both manufacturer and distributor

have contributed and the matter should be soundly and sanely approached with the objective: how can the matter be best adjusted? Inasmuch as it involves both manufacturer and distributor, they should attempt to do the job in the spirit of constructive co-operation.

"(f) Re H.R. 8842, the Patman Bill: we endorse its purpose to enact a constructive amendment to Section 2 of the Clayton Act for the effectual regulation of price discrimination, and, in particular, for the prohibition of compensatory payments by a seller to a trade buyer and for the regulation of service payments by a seller to a trade buyer, if there is need for such legislation and same affects all factors in the industry. Therefore the sound and proper procedure is to have all interests in the industry affected, to confer and to draft and support a suitable bill. This bill should be drawn from the angle of serving the best interests of the industry as a whole."

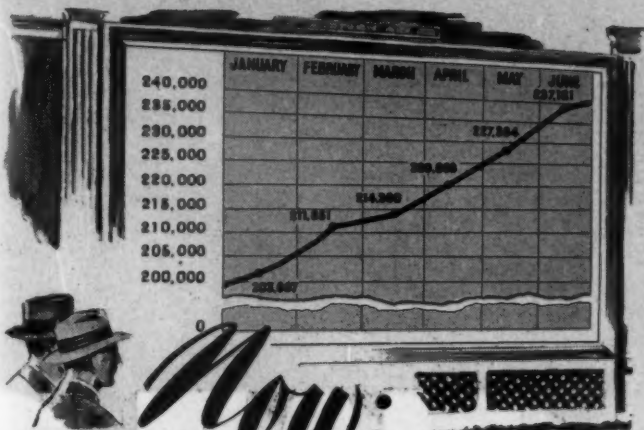
#### An Important Point Not to Be Overlooked

Another leader in the food industry, who does not wish to be quoted, emphasizes the fact that further investigation undoubtedly will indicate that these discounts are available not only to A & P but to other groups, including voluntary chains which are made up of independent retailers. Thus it is unfair to call them "special discounts to A & P." (This point is also emphasized in Mr. Willis' complete statement.) He adds that many of the arrangements are not secret but have been known to the trade generally for some time.

"In their efforts to protect the little fellow," he says, "men in Congress frequently overlook the fact that their particular definition of the little fellow is extremely limited.

"In connection with this particular investigation they are likely to overlook two very important little fellows; first, the small manufacturer, and second the independent who is tied up with a successful voluntary group.

"Let us look at the case of the



*Now:*  
**33,000 MORE WEEKDAY CIRCULATION**  
*than in January*

**M**ONTH by month, the net paid weekday circulation of The Detroit Free Press is showing a steady growth. Since January 1st, the increase has mounted to 33,574 READING FAMILIES PER DAY—a city the size of Albany, N. Y., or Norfolk, Virginia, or Jacksonville, Florida. Average net paid circulation for the month of June was 237,181.

Such remarkable acceptance of the news, editorial and feature content of the Free Press can mean but one thing to the advertiser—a sales opportunity that is incomparable.

**The Detroit Free Press**

1831—ON GUARD FOR MORE THAN A CENTURY—1935

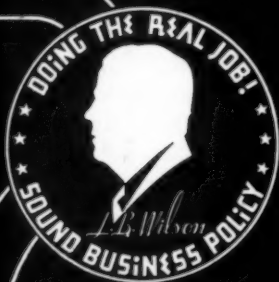
VERREE & CONKLIN, Inc., National Representatives





# CKY

*Cincinnati*



GO TO THE MAINE WOODS?  
A COUPLE OF HA HA'S!



"I'M LOST HERE IN AN IMPENETRABLE  
FOREST TRYING TO FIND MORE PAPERS LIKE  
THE JOURNAL OF PORTLAND, OREGON"

It is easy enough to get confused and lost in a wilderness of data. But there's one sure compass that will guide you out—the Rule of Three. It points the way unerringly to Space-Buyers' Rest: Biggest-Sales>Returns-Per-Advertising-Dollar-Spent.

In this major market the magnetic needle of the Rule of Three compass points straight and unwavering to the the daily Journal. It is a trail worth finding and using, well blazed by successful and pleased advertisers.

## The JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES  
New York . Chicago . Philadelphia . Detroit . San Francisco . Los Angeles . Seattle

### The RULE of THREE:

#### 1 CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has

+ 23% more city circulation than any other Portland daily.

#### 1 ADVERTISING LEADERSHIP

The daily Journal leads in retail linage, general linage, total paid linage.

#### 1 LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

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small manufacturer. Assume that he wishes to extend his distribution through chain stores. By means of a straight allowance he can get distribution in corporate chains and voluntary groups. Perhaps this is the only method by which he can get his merchandise into many stores to compete directly with the merchandise of his large competitors, those gigantic corporations which cause so much worry to the Congressmen.

#### Predicts Disadvantage to Smaller Retailers

"For a definite stated sum, which is not exorbitant and for which he gets commensurate returns, he is enabled to build distribution.

"Look at the big fellow on the other hand. He is accustomed to dealing in a big way and he can exist regardless of what happens to advertising allowances. Some of the companies mentioned in the allowance reports are, to be sure, paying large sums to A & P and undoubtedly to many other chains and voluntary groups. If the allowance were eliminated tomorrow they would be in a far more favorable position to continue business than some of the small manufacturers on the same list.

"We cannot afford to overlook the little fellow who is a member of a voluntary group. Through the voluntary headquarters he is getting the same buying advantages as the large chains. It is probable, of course, that when figures are published on allowances made to other corporate chains and voluntary groups it will be found that in some cases A & P was getting higher allowances than these other organizations. I predict, however, that the number of these cases will be small and that the difference in allowance will not be large enough to give A & P any appreciable advantage.

"I believe—and I am estimating roughly—that a manufacturer who allows \$30,000 to A & P and another \$30,000 to the I. G. A., for instance, might find that his A & P figure amounts to about 4 per cent while the I. G. A. figure would amount to 8 per cent."

A general feeling in the food industry is that it is no disgrace, as some statements have applied, to be on the A & P list. Food men insist, however, that it is essential that other corporate chains, as well as voluntary groups and wholesalers, should be brought before the Committee to give their allowance figures.

It is the feeling among a number of manufacturers that the Patman investigation may prove a boon not only to the food industry but to drugs and other industries.

"The advertising allowance situation," runs this opinion, "has been a disturbing factor for years. It has been the center of rumors and has resulted in many disagreeable situations.

"If the Committee will bring the whole situation into the open a real service will have been performed. We shall then know what individual manufacturers have been giving and will be able to discover how little basis in fact many of the upsetting rumors have had.

"Once the figures are made public and manufacturers, wholesalers, chains and independent retailers have a chance to study them, the industry will have an opportunity to work the whole situation out on a much more satisfactory and permanent basis."

#### Some Pertinent Questions

How about the independent retailer?

Does he need all the help that is being offered him?

There is some disagreement on the answer to the second question among the independents themselves. The admirable figures that are published from time to time by *The Progressive Grocer* have indicated that the independent retailer has come through the depression strengthened rather than weakened.

It is pointed out that depression conditions have been particularly hard on the chains. For instance take the A & P itself. Since 1930, this chain's volume has shrunk from \$1,065,000,000 to a little over \$750,000,000. In that same period many independents have been forg-

ing steadily ahead. Any food manufacturer will admit frankly today that the independent is in a strong position—and the food manufacturers ought to know because their policies have to be molded by considerations of the importance of the various factors in the distribution picture.

Even if the independent were worse off than he is, is legislation the answer?

#### Dealer Education vs. Anti-Chain Laws

M. M. Zimmerman, merchandising counsel, who has had wide experience in the voluntary chain field and who on two different occasions made chain-store studies for **PRINTERS' INK**, says:

"We will never solve the problem of unfair practices with laws to curb the dishonest and the unprincipled. We tried it during the NRA experiment and it was a failure. The chiseler was never eliminated and he continued to thrive during the entire NRA period of operation. Moral suasion under constructive leadership can still prove more effective than misguided haphazard legislation.

"I recall not so long ago in 1931, when the country was rampant with anti-chain agitators—when Henderson from Huey Long's famous State of Louisiana was broadcasting all over the United States his plea to drive the chains out of business—when he was selling 20-cent coffee for \$1 a pound and thousands of people bought it to help his cause along—and what did he accomplish?

"During this period of hysteria, we were offered all forms of anti-chain legislation to curb the chain. Did this legislation solve any of the independent's problems? With all the agitation that has gone on to tax the chain out of business, it did not help the independent one iota until responsible leadership stepped to the forefront and began to teach the independent the methods of organized buying and selling which gave him the modern weapons of retailing to fight the chain with.

"It is not anti-chain legislation

but organization, management and modern merchandising procedure that is making real merchants out of the independent. Without the aid of legislation, the independent trade is slowly recovering the leadership which the chains took away from it. And the chains are finding it more difficult each day to meet this new competition of the organized independents."

Mr. Zimmerman summarizes the general situation in regard to the Patman Bill with some excellent true talk. He says:

"The rank and file of the manufacturers serving the wholesale and retail trade are honest and sincere in their desire to assist in solving the trade's problem. Their sales, however, must come from all the distributive outlets, which includes the wholesaler, retailer and the chain. The chain still constitutes a substantial part of the average manufacturer's volume, usually representing from 25 per cent to 30 per cent of his total sales. Therefore, it is only good business for any manufacturer to take advantage of the organized selling outlet which the chain still offers.

#### Believes Independents Get Good Support

"I do not believe much of the total business manufacturers obtain from the corporate chain is at the expense of the independent trade or at a differential which can be classed as discriminatory. If it were possible to tabulate the amount of money manufacturers spend for sales promotion work with both the chains and independents, it is my belief that the per store cost spent on the independent is greater than that spent on the chain.

"From my own observations based on my close and intimate contacts with the wholesale and retail trade I find that the manufacturer in the last three or four years has almost bent backwards to give the independent a better break than the chains.

"When a manufacturer finds a well-organized independent group sponsored by a jobber and that group can deliver a definite selling

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power at the point of sale, the manufacturer plays ball 100 per cent with that group. I am yet to find a case of a manufacturer of any consequence who is not always ready and willing to go out of his way to help any independent wholesaler and retailer do a better selling job.

"Look at the newspaper advertisements which appear weekly in all the newspapers throughout the country sponsored by the voluntary groups. The manufacturer contributes handsomely to this co-operative advertising and does it gladly and willingly because he finds it good business. Similarly he finds it good business to work co-operatively with the chains on their promotions. Very rarely in my experiences with voluntary groups have I been turned down by a manufacturer for co-operation when I offered him a definite sales promotion program.

"There is no justifiable reason for the inference that the relationship of the manufacturer with A & P or any of the chains indicates favoritism toward the chains and at the expense of the independent trade especially until published proof has been produced to show that the chains are being favored and the independent trade is being discriminated against."

So far the food industry has stood the brunt of attacks. That this is not likely to remain true is shown by the amount of editorial attention being given the subject in drug publications. The August 5 issue of *Drug Trade News*, for instance, devotes its entire editorial page to the subject and in addition runs several columns of news discussion.

*Drug Trade News* in its editorial says that "Many manufacturers

believe that they are not getting their money's worth for the special discounts that they allow to large distributors."

The editorial adds:

"What the manufacturer wants, it would seem, is not the elimination of equitable quantity discounts, such as an allowance for purchase in carload lots, but the elimination of high-pressure payments which are demanded by certain distributors for vague reasons.

"Large-scale distributors, particularly in the drug field, have done an outstanding job for many manufacturers. They have set the pace with modern merchandising methods and have promoted manufacturers' products, in many cases, with the greatest of thoroughness.

"For such promotional efforts, the chains certainly are deserving of payment. But the argument, according to the manufacturers, is not that the chains cannot perform if they want to, but that they cannot well perform for a given manufacturer when they guarantee, in return for a fee, to push the products of too many manufacturers simultaneously."

The Washington Bureau of *PRINTERS' INK* quotes Representative Patman as saying that the biggest disclosures are still to come. Industry, in its present frame of mind, would welcome these disclosures if they served to clarify the situation. On the other hand if they bring more confusion because of those who wish to make selfish capital out of them the Patman Bill and its hearings are likely to turn out to work great and unforeseen damage not only for the large corporations, which the politician so loves to attack, but also for the little fellow whom he cherishes so dearly.

## The A & P List

**B**ECAUSE of the wide interest in the A & P figures, *PRINTERS' INK* is hereby presenting them. This list is taken from the appendix of *The Congressional Record*

of July 29, 1935, where the figures will be found on pages 12528 to 12531 along with remarks of Representative Patman. Copies of this issue of *The Congressional*

Record are, of course, on file in many public libraries and are also obtainable from the Superintendent of Documents, Government Printing Office, Washington, D. C. The list contains corrections of previous published lists and some additions. It follows:

Airy Fairy Foods, cake flour, 5 per cent advertising allowance.

Alabama-Georgia Syrup, sirup, 15-cent case flat and quantity per cent included.

Alaska Packing Co., salmon, 5 per cent advertising allowance.

Alexander & Baldwin, pineapple, 5 per cent advertising allowance.

American Ammonite, Ammo, 10 per cent advertising allowance.

American Chiclet, gum, 20 per cent advertising allowance.

American Diamalt, malt sirup, 33 cents case on quantity scale.

American Molasses Co., molasses, quantity scale, 1-5 per cent.

American Pop Corn, pop corn, 5 per cent advertising allowance.

Andrea Process, onion salt, 10 per cent advertising allowance.

Angelus-Campfire, marshmallows, quantity scale 3-5 per cent.

A. P. W. Paper, toilet paper, \$100 per month flat per cent advertising allowance.

Arbuckle Bros., Yuban coffee, \$200 per month flat and 5 per cent additional.

Armour & Co., regular line, 3 to 7 per cent on canned meats advertising allowance; fresh meats, 1/4 per cent quantity allowance if purchases total \$10,000.00.

Atlantis Sales Corp., line, quantity scale 5-7 per cent.

Atmore & Son, line, 8 per cent advertising allowance.

B. T. Babbitt, line, quantity scale 15-80 cents per case, 7,500-17,500 (case).

Baker-Bennett-Day, nuts, 5 per cent advertising allowance.

Baker Food Products, canned meats, 5 per cent for brokerage.

Ball Bros., general support, payment at end, advertising allowance.

Barron-Gray, fruit cocktail, 5 per cent brokerage.

Battle Creek Food, line, 5 per cent advertising allowance.

Beech-Nut Packing, bacon, coffee, biscuit, quantity scale 7 per cent for over \$200,000; candy, gum, \$7,000 per month flat advertising allowance, line, \$10,000 per year flat advertising allowance.

Bell, Wm. G., seasoning, quantity, 5 per cent for 30,000 dozen over.

Berst-Foster-Dixfield, toothpicks, 3 per cent advertising allowance.

Best Foods, Nucoa, quantity scale, 0-1 cent per pound, 2-10 million pounds; B. B. pickles, 5 per cent advertising allowance and quantity; mayonnaise, 5 per cent advertising allowance.

Beyer, W. L., dog food, 5 per cent advertising allowance.

Black Flag Co., insecticide, 12 1/2 per cent quantity.

Blue Moon Cheese, cheese, 5 per cent advertising allowance.

Borden Sales, cheese, \$30 to \$50 per thousand for 500 to 700 and over a thousand; Eagle M. M. M. chocolate, \$1,500 per month flat advertising allowance.

Boston Food Products, 5 per cent advertising allowance.

Boston Molasses, molasses, 1-5 per cent for 3,000 to 15,000 cartons.

Brill Co., H. C., E. Z. Freeze, 5 cents per dozen advertising allowance.

Brillo Manufacturing Co., Brillo, 10 per cent advertising allowance.

Brown Son, Wm., 5 per cent advertising allowance.

Buckeye Soda, Novite, 15 per cent advertising allowance.

Bunte, candy, 5 per cent advertising allowance.

Burnett, Jos., extract, 5 per cent advertising allowance.

Burnham & Morrill Co., line, \$1,237.75 per month flat and 5 per cent adjustable for advertising.

Burry Biscuit, line, 5 per cent advertising allowance.

Burton Morrow, extracts, \$2,000 flat for advertising allowance.

Burch Biscuit Co., biscuits, 5 per cent for advertising allowance.

California Animal Products, dog food, 4 per cent brokerage; dog food, 5-7 per cent \$200,000-\$300,000.

California Packing Corporation, Del Monte, 5 per cent pur. contract.

California Prune & Apricot, Sunsweet, 3-7 1/2 per cent 5 to 10 million pounds.

California Sanitary Co., Ltd., olives, ripe, 10 per cent for advertising allowance.

Canada's Pride Products, Milo Malt, 25 cents case for advertising allowance.

Candy Crafters, candy, 5 per cent for advertising allowance.

Cargill, W. H., sirup, 5 per cent for advertising allowance.

Castleberry's Food Co., canned meats, 5 per cent brokerage.

Chappel Bros., dog food, 5 per cent for advertising allowance plus 5 per cent brokerage.

Chef Boiardi, line, 5 per cent for advertising allowance.

Chinese Trading Co., line, 10 per cent for advertising allowance.

Chocolate Sales, Hershey line, \$5,000 a month flat for advertising allowance.

Church & Dwight, sodas, 10 per cent sal soda and 3 per cent bicarbonate of soda.

Clapp, Harold H., Inc., baby foods, 5 per cent for advertising allowance.

Clark Bros., Chewing Gum, gum, 11 cents a box for advertising allowance.

Clayton, S. C., fruit sirup, 10 per cent for advertising allowance.

Cleveland Cleaner, wall-paper cleaner, 5 per cent for advertising allowance.

Climax Co., Cl. & Bowlene, \$11,000 per year with 5 per cent adjustable.

Climax Cleaner Manufacturing Co., cleaner, 40 cents gross for advertising allowance.

Clorox Chemical, Clorox, 5 per cent for advertising allowance.

Coast Fish, dog food, 5 per cent for advertising allowance plus 5 per cent brokerage.

Colgate-Palmolive-Peet line. (Palmolive and Octagon, 30 gross, others 15 cents a box.

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- College Inn, line, 5 per cent for advertising allowance.
- Columbus Packing Co., 1 per cent lard, fresh and S. P. and D. S. meats; 2 per cent smoked meats; 5 per cent sausage; and special brokerage.
- Comet Rice Co., rice, 10 per cent for advertising allowance; flakes, 15 per cent for advertising allowance.
- Corn Products, line, \$5,000 month for advertising allowance.
- Cracker Jack Co., cracker jack, 3-5 per cent, \$25,000 and over quantity allowance.
- Cranberry Cannery, sauce, 2½ per cent for advertising allowance.
- Crosse & Blackwell, line, 50 cents per store once a year for advertising allowance.
- Crown Cork & Seal, caps, 5 per cent and 5 per cent for advertising allowance.
- Cudahy Bros. Co., canned meats, 5 per cent brokerage.
- Curtice Bros., catsup, 5 per cent for advertising allowance.
- Dairy Sealed, Inc., container milk, 2 per cent cash discount.
- Davis, R. B., baking powder, 4 to 5½ per cent on \$500,000 to \$875,000; Cocomalt, Cutrite Wax, 5 per cent advertising allowance.
- Decker, Jacob E., canned meats, 5 per cent brokerage.
- Derby Foods, Inc., canned meats, 5 per cent brokerage.
- Detroit Soda Products, sal. soda, less than carload, 10 per cent and 5 per cent for advertising allowance; carload, 10 and 10 per cent; baking soda, 5 per cent for advertising allowance.
- Diamant, Inc., candy, 5 per cent for advertising allowance.
- Diamond Match, Signal, 7511 contract price; S. A. W., published quantity discount.
- Dif Corporation, Dif cleaner, 10 per cent for advertising allowance.
- Drackett Products Co., line, 5 per cent for advertising allowance.
- Duff, P. & Son, Palmetto Mol., 10 cents per case for advertising allowance; Duff Reg. Mol., 20 per cent to 30 cents per case on 10,000 to 30,000 cases; mixes, 5 per cent for advertising allowance.
- Duffy Mott Co., prune juice, 5 per cent for advertising allowance.
- Dunlop Mills, corn meal, 10 cents per hundredweight for advertising allowance.
- Durkee Famous Foods, coconut, 1 per cent (G. F. M. memo.); salad dressing, etc., 7½ per cent for advertising and 1 per cent additional for increase; Contanina oil, 10 cents gallon for manufacturing purposes.
- Durkee Mower, Marsh, Fluff, 5 per cent for advertising allowance.
- Eavenson & Son, Inc., soap, 30 cents per gross for advertising allowance.
- Educator Bis, Chicago, line, 10 per cent for advertising allowance.
- Edwards, E. H., Marshmallows, 5 per cent for advertising allowance.
- Fancier Foods, Inc., dog food, 5 per cent for advertising allowance plus 5 per cent brokerage.
- Fred Fear, dyes, 5 per cent for advertising allowance.
- Federal Washboard, washboards, 5 per cent for advertising allowance, washboards, for 14,000 dozen 50.
- Ferry Morse Seed, seed, 15 to 20 per cent if stocked in 1,000 to 8,500 stores.
- Fitzpatrick Bros., soaps, 3 to 5 per cent, \$250,000 to \$400,000.
- Flako Food, crusts, 5 per cent for advertising allowance.
- Fleer, F. H., gum, 10 per cent for advertising allowance.
- Ford, J. B., cleaner, 30 to 50 cents per case on 5 to 25,000 cases.
- Foster Canning Co., dog food, 5 per cent brokerage.
- Franck Hein, chicory, 2 to 3 per cent on 2,000 to 5,000 cases.
- Friend Bros., line, 5 per cent for advertising allowance.
- Fuji Trading Co., Chinese products, 10 per cent for advertising allowance.
- Gem Products Sales Co., laundry powder, 5 per cent for advertising purposes.
- General Foods Corporation, line, \$30,000 flat for advertising allowance a month, or 5 per cent discount for advertising; Baker's Chocolate, \$0.066 per carton Q. D. (entire trade).
- Giroux Co., Inc., sirups and sauce, 5 per cent for advertising allowance.
- Gold Dust Corporation, honey, 1 to 5 per cent on 10,000 to 200,000 quantity; shoe polish, 66 to 84 cents per gross on \$5,000 to \$25,000 gross quantity; \$6,500 flat advertising allowance; soaps, 2½ per cent for advertising allowance.
- Golden Russell Co., apple brandy, 40 cents per case for advertising allowance.
- Gold Medal Foods, Bisquick and Wheaties, \$60,000 flat for advertising allowance.
- Good Luck Food, Inc., Good Luck products, 5 per cent for advertising allowance.
- Gordon & Dilworth, marmalade, 6 cents per dozen for advertising allowance.
- Gorham & Co., Polish, \$1,600 flat in merchandise (a).
- Gorton Pew, line, 5 per cent for advertising allowance.
- Goudey Gum Co., gum, 5 per cent for advertising allowance.
- Grocery Store Products, Kit. Bouquet, 5 per cent for advertising allowance; Toddy, 5 per cent for advertising allowance; Foulds, \$180 per month for advertising allowance.
- Gulden, Inc., mustard, \$3,000 for 6 months for advertising allowance.
- Gumpert Co., desserts, 5 per cent for advertising allowance.
- Hampton Cracker Co., crackers, 5 per cent for advertising allowance.
- Hansen's Laboratory, Junket, \$12,000 per year for advertising allowance.
- Hardine, J. P., Inc., corned beef, 5 per cent brokerage; hash, 5 per cent brokerage.
- Haskins Bros. & Co., soaps, 5 per cent for advertising allowance.
- Hately Bros., lard, 5 cents per hundredweight brokerage.
- Hecker, H.-O., Co., package line, 5 per cent for advertising allowance.
- Heinz, H. T., line, 2 per cent for advertising allowance with extra 1 for \$4,000,000.
- Hilla Bros., dates, etc., 5 per cent for



- advertising allowance; grapefruit, 2½ per cent for advertising allowance, additional 2½ per cent of 50,000 cases; cranberry sauce, 2½ per cent for advertising allowance.
- Hines, J. R., canned stew, 5 per cent brokerage.
- Hipolite Co., Marsh, Creme, 5 per cent for advertising allowance.
- Hires, C. E., extracts, 2-8 per cent on 500 to 6,000 gross quantity.
- Hofherr Meat Co., corned beef, 2 per cent brokerage.
- Hofherr Meat Co., canned meat, 5 per cent brokerage.
- Hormel, George, canned meats, 2-5 per cent on \$50,000 to \$200,000 or over; soups, 2-5 per cent on 25,000 cases to 175,000 cases or over.
- Hubinger Co., elastic starch, 7½ per cent for advertising allowance.
- Huston, Tom, Co., peanuts, 5 per cent for advertising allowance.
- Hydrox Corporation, beverages, 6-10 cents per case on 25,000 to 70,000 cases.
- Hygienic Products, Sani Flush, \$15,000 flat, with adjustment to 7½ per cent for advertising allowance.
- Hygrade Food, lard, 1 per cent for \$10,000 or over; smoked meats, 2 per cent for \$5,000; sausage, 5 per cent for \$5,000.
- Illinois Meat Co., canned meats, 5 per cent brokerage.
- Illinois Nut Co., candies, 5 per cent for advertising allowance.
- Ivanhoe Foods, Inc., mavournaise, 5 per cent for advertising allowance.
- Jelke, John F., margarine, ½-cent per pound for advertising allowance.
- Jel Sert Co., flavorade, 5 per cent for advertising allowance.
- Jersey Cereal, corn flakes, 5 per cent for advertising allowance.
- Johnson, Robert A., fudge, 5 per cent for advertising allowance.
- Johnson, S. C., wax, \$1,500 flat for advertising allowance (6 months only).
- Johnson Educator, line, 5-7 per cent for \$300,000 to \$800,000 or over.
- Kerr's Butter Scotch, candy, \$100 flat per month for advertising allowance.
- Kingan & Co., canned meats, 5 per cent for brokerage.
- Kirkman & Son, soap line, 10 cents per case for advertising allowance.
- Kosto, freeze, 5 per cent for advertising allowance.
- Kraft Phenix Cheese, line, 2-3½ per cent for \$100,000 to \$800,000 and an additional 1½ per cent for quantity.
- Kraft Phenix Cheese, milk chocolate, 5 per cent for advertising allowance.
- Kwik Set, Inc., Kwik Set, 7½ per cent for advertising allowance.
- LaChoy Food Products, Chinese food, 5 per cent for advertising allowance.
- Lamont-Corliss, candy, \$2,000 per month for 6 months for advertising allowance.
- Larsen Co., pureed vegetables and fruits, 10 per cent for advertising allowance.
- Layton Pure Food, baking powder, 6 per cent for advertising allowance with additional 2 per cent for quantity.
- Lever Bros., soap, \$275,000 flat for advertising allowance.
- Libby, McNeill & Libby, canned meats, 5 per cent brokerage.
- Liberty Cherry & Fruit, canned meats, 5 per cent brokerage.
- Life Savers, Inc., candy, \$7,625 flat, for advertising allowance.
- Liggett & Myers, Chesterfields, \$1 per store per month for 7 months.
- Lindsay Ripe Olive Co., ripe olives, 5 per cent for advertising allowance.
- Lipton, T. J., tea, 7½ per cent for advertising allowance.
- Liquid Veneer Corporation, mops and polish, 10 per cent for advertising allowance.
- Loudon Packing Co., doggie shampoo, 10 per cent (JTM memo.); doggie dinner, 5 per cent brokerage; doggie dinner, \$18,000 flat for advertising allowance.
- Louisiana State Rice, rice, 5 per cent for advertising allowance.
- Lukens Brokerage Co., J. C., dog food, 5 per cent brokerage.
- McAteer, thirst ade, 5 per cent for advertising allowance, dyes, 5 per cent for advertising allowance.
- McCormick & Co., insecticide, 5 per cent for advertising allowance.
- McIlhenny, tobacco sauce, 5-10 per cent on 250 to 1,000 cases and over.
- McKenzie Milling, package flour, 3 per cent, additional 5 per cent for 40 per cent increase.
- Maillard Corporation, cocoa and chocolate, \$30 per thousand for advertising allowance.
- Manes Food Products, cold slaw and beets, 5 per cent (JTM memo.).
- Manhattan Soap, soap, 10 cents per box for advertising allowance.
- Marvin, W. H., dates, 6 per cent for advertising allowance.
- Melody, Dr. George C., dog food, 5 per cent for advertising allowance; dog food, 5 per cent brokerage.
- Metal Textile Co., cleaner, \$2,000 flat for advertising allowance.
- Mickelberry's Food, canned meats, 5 per cent brokerage.
- Miller & Hart, packing-house products, 2½-17½ per cent per hundredweight.
- Minnesota Consolidated Co., canned corn, 5 per cent advertising allowance.
- Minnesota Valley Canning, Del Maiz line, 5 per cent for advertising allowance.
- Mione Manufacturing, polishes, 25 cents per gross for advertising allowance.
- Mitsubishi Shoki, crabmeat, 1 per cent for advertising allowance.
- M. J. B., tea and coffee, \$2,000 flat for advertising allowance.
- Morrell, John, canned meats, 5 per cent brokerage; dog food, 5 per cent brokerage; 5 per cent for advertising allowance.
- Morris, Philip, P.M. and Marlboros, 3 per cent for advertising allowance.
- Morton Salt, salt, 15 cents per case (GFM memo.).
- National Biscuit Co., line, 5 per cent by N. B. C., branch direct, and 1 per cent to 4½ per cent by N. B. C. headquarters, according to quantity bracket reached.
- National Foods, Inc., kiddie malt, 7½ per cent for advertising allowance.
- Naylee Chemical Co., bleach, 10 per cent for advertising allowance.
- Newark Packing, sliced beef, 5 per cent brokerage.
- Northern Paper, toilet paper, \$5,500 flat for three months' promotion.

**P**UT Washington (D. C.) on your promotional list for autumn. Everything points to a continuation of the steady increase in business which has marked each of the past months.

There are more people here to buy, having the largest percentage of spendable incomes of any city on the Eastern seaboard with which to gratify their tastes and satisfy their inclinations—both in luxuries and commodities.

This busy, prosperous and populous market is reached by ONE newspaper. With THE STAR, Evening and Sunday, your message will go into the worthwhile homes in the National Capital and 25-mile shopping radius into Maryland and Virginia.

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

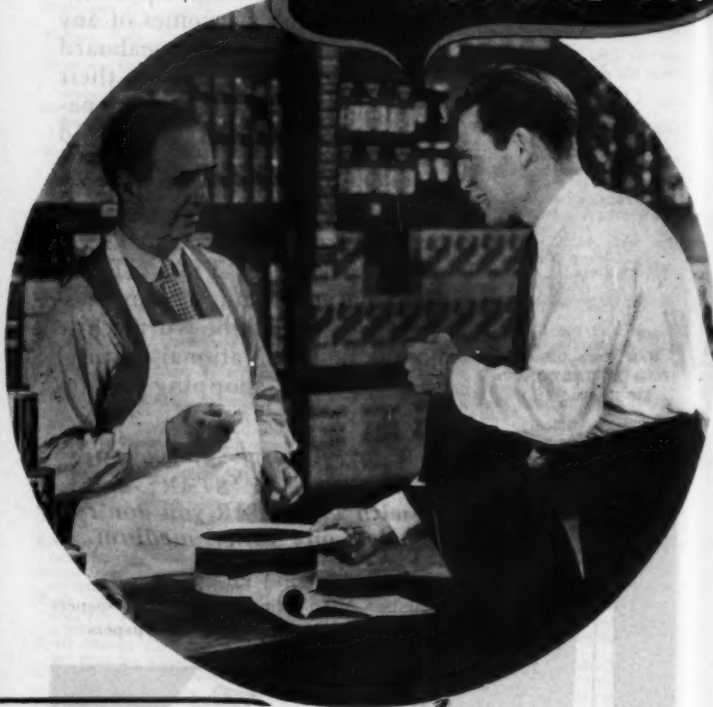
Chicago Office  
J. E. LUTZ  
Lake Michigan Bldg.

*You CANNOT do the job  
without THE STAR; and  
with THE STAR you don't  
need any other medium.*

An Associated Press Newspaper  
Member Metropolitan Sunday Newspapers  
Member Major Market Newspapers



... "GIVE ME THAT  
APRON ... I'LL SHOW  
YOU HOW TO SELL  
OUR LINE" ...



*Why does American Can Company  
concern itself with problems of re-  
tail merchandising?*

Our reasons are the same as yours.  
We cannot sell more packages than  
you sell for us—you cannot sell more  
than people buy. The consumer is our  
common goal.

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## *But you can't do this in every retail store...*

Selling—*real* selling—is helping the dealer sell. But you can't put your own men back of every retail counter. So *merchandising* must do the job.

company specializing in two basic merchandising weapons—packages and point-of-sale displays—must have quite a merchandising background.

Faced with merchandising problems, manufacturers of packaged goods have often thought of the American Can Company as a logical source of help. They have realized that a

In our broad experience, with thousands of products in almost every field, there may be something of value to you. We should be glad to work with you and contribute what we can.

AMERICAN  
CAN COMPANY

230 Park Avenue • New York

- Noxon, Inc., Noxon Polish, 10 per cent for advertising allowance.
- Oakite Products, Oakite, 5 per cent Oakites From. Cont.
- Oelerich & Berry, sirup, 5-10 per cent on \$15,000 to \$40,000 and over quantity discounts.
- O. K. Potato, chips, 5 per cent for advertising allowance.
- Old Trusty Dog Food, canned dog food, 5 per cent brokerage, 5 per cent for advertising allowance.
- Oswego Candy, candy, 5 per cent for advertising allowance.
- Paas Dye Co., dyes, 5 per cent advertising allowance.
- Pabst-ett Corporation, cheese, 2½ per cent advertising allowance.
- Pacific Coast Borax Co., borax, 5 per cent advertising allowance.
- Paist, F. M., candy, 5¼ cents a box advertising allowance.
- Parson's Ammonia Co., ammonia, 10 per cent advertising allowance.
- Penick & Ford, molasses, 1-6½ per cent, 5,000 to 115,000 cases and over, quantity discount; sirup, 1-6 per cent, 5,000 to 55,000 cases and over, quantity discount; My-T-Fine Dessert, 1-7 per cent, 500 to 75,001 cases and over 15 cents case, advertising allowance; Southern Syrup, 3 per cent advertising allowance.
- Pen Jel Corporation, Pen Jel, 10 per cent advertising allowance.
- Penn Dist. Co., dog food, 5 per cent brokerage.
- Penn Tobacco Co., cigarettes, 5 per cent advertising allowance.
- Perkins Products, Kool Ade, 5 per cent advertising allowance.
- Peter Paul, Inc., candy, \$6,000 a year flat for advertising.
- Pillsbury Flour, package flour, \$15,000 for 100,000 cases, quantity discount.
- Planters Nut & Chocolate, candy, \$600 a year advertising allowance.
- Pomona Food Co., pimientos, 5 per cent if we buy 5,000-dozen quantities.
- Pompeian Olive Oil, olive oil, 5 per cent advertising allowance.
- Premier Pabst Co., malt extract, 10 per cent advertising allowance.
- Prescott, H. L., polishes, \$12,000 per year flat for advertising.
- Price Flavoring Extracts, extracts, 5 per cent for advertising allowance.
- P & G Dist. Co., soaps, 15 cents case; Crisco, ¼ cent per pound, plus \$61,000 flat for advertising (DTB memo.).
- Publ, John, bluing, \$300 per month flat for advertising.
- Pure Food Hansa, bouillon, 10 per cent advertising allowance; chicken products, \$125 per month flat for advertising and, in addition, quantity scale 5-15 cents on 5,000 to 40,000 cases.
- Randall Chicken Products, canned meats, 5 per cent brokerage.
- Rath Packing Co., canned meats, 5 per cent brokerage.
- Reid Union Dairy, milk, 2 per cent cash discount.
- Rich Produce Corporation, dog food, 5 per cent advertising allowance and 5 per cent brokerage.
- Richardson & Robbins, R & R line, 2½ per cent allowance.
- Rival Packing Co., dog foods, 5 per cent brokerage and 5 per cent advertising allowance.
- Roberts & Oake, packing-house products, 2½-40 cents per hundredweight on 200,000 to 12,000,000 pounds; pickled products, 5 per cent brokerage.
- Ross, Dr. W. S., dog and cat foods, 5 per cent to 6 per cent on \$1 to \$75,000 and over and 5 per cent brokerage.
- Rumford Co., line, 6 per cent advertising allowance, with 2 per cent additional for increases.
- Runkel Bros., candy, 7 cents per box advertising allowance.
- Runkel Bros., Runkomalt, 5 per cent advertising allowance.
- Salada Tea Co., tea, \$25,000 per year flat for advertising.
- Sakerno-Megowen Biscuit Co., biscuits and crackers, 5 per cent quantity discount.
- Scott Paper Co., toilet tissue, \$1 per store per month advertising allowance.
- Scull, W. S., line, 5 per cent advertising allowance.
- Seminole Corporation, tissue, 7½ per cent advertising allowance and plus 5 per cent quantity.
- Shefford Cheese Co., cheese, 3 per cent (JJM memo.).
- Shotwell Manufacturing Co., mints, 3 per cent advertising allowance.
- Simmons, T. N., Inc., dessert, 5 per cent advertising allowance.
- Skidco Co., Inc., cleanser, 5 per cent advertising allowance.
- Skinner Manufacturing Co., raisin bran, 5 per cent advertising allowance.
- Smithfield Ham & Produce Co., canned meats, 5 per cent advertising allowance.
- Snider Packing Co., condiments, 5 per cent advertising allowance.
- Solarine Co., polish and cleanser, 5 per cent advertising allowance.
- SOS Manufacturing Co., cleanser, \$4,125 per quarter advertising allowance.
- Southern Molasses Co., molasses, 5 per cent advertising allowance.
- Spratt's Patent, Ltd., line, 5-6¼ per cent on \$30,000 to \$50,000 and over.
- Stahl-Meyer, Inc., sausages, etc., 5 per cent brokerage.
- Staley Sales, cornstarch, 10 per cent advertising allowance.
- Standard Brands, foil yeast, \$144,000 a year advertising allowance, 10 per cent quantity discount; Chase & Sanborn's coffee, \$97,164 per year advertising allowance; Tenderleaf Tea, \$394 per 1,000 advertising allowance; Royal Gelatine, \$38,004 per year advertising allowance; Royal Baking Powder, \$15,000 per year advertising allowance; Dr. Price Baking Powder, \$996 per year advertising allowance.
- Steele-Wallace Corporation, clothespins, 5 per cent advertising allowance.
- Stokely Bros., baby foods, 5 per cent advertising allowance.
- Straub, W. F., honey, 2 per cent advertising allowance.
- Swift & Co., canned meats, 3-5 per cent on 200,000 pounds or over; 300,000 pounds quantity discount.
- Tasty Yeast, Inc., Tasty Yeast, 5 per cent advertising allowance.
- Tos. Tetley, tea, 7½ per cent advertising allowance.

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Texas Fig Co., preserved figs, 2 3/4-5 cents per dozen (Wil. memo.).

Thinsbell Products, cookies, 5 per cent advertising allowance; biscuits and crackers, 5 per cent advertising allowance; candy, 5 per cent advertising allowance.

Thomson & Taylor, extracts, 5 per cent advertising allowance; pie spice, 5 per cent advertising allowance.

Three Minute Cereal, line, 2 1/2-10 cents per case advertising allowance.

R. E. Tongue, fly ribbon, 5 per cent advertising allowance.

Tumbler Laboratories, polish, 25 cents per dozen advertising allowance.

Tupman Thurlow, canned meats, 5 per cent advertising allowance; crab meat, 6 1/2 per cent advertising allowance.

Ultramarine Co., Bleachette, 5 per cent advertising allowance and in Q. of 1-3 per cent for 10-30 per cent increase.

Underwood, William, deviled ham, 5 per cent brokerage; line, \$3,000 per year advertising allowance.

United Packers, canned meats, 5 per cent brokerage.

Up-to-Date Candy, cough drops, 5 per cent advertising allowance.

Val Decker, packing-house products, 1-5 per cent brokerage.

Van Camp's, con carne, 5 per cent advertising allowance.

Vaughan Packing Co., dog food, 10 per cent advertising allowance.

Vestal Chemical Co., floor wax, 10 per cent advertising allowance.

Victory Packing Co., dog foods, 4 per cent brokerage.

Vogt, F. G., dog foods, 5 per cent brokerage; 5 per cent advertising allowance.

Waggoner, Norman, olives, 10 per cent advertising allowance.

Walker Austex, hot tamales, 2 1/2 per cent advertising allowance.

Welch Grape Juice Co., grape juice, \$2,000 advertising allowance for six months.

Werner, Paul A., cigarettes 5 per cent advertising allowance.

Wesson Oil & Snowdrift, oil, \$5,000 per quarter advertising allowance.

Weston, George, Ltd., biscuits, 5 per cent advertising allowance.

White King Soap Co., soap, 5 per cent advertising allowance.

Whitman, S. F. & Son, chocolate, 6 per cent advertising allowance.

Wilbert Products, ammonia, etc., 5 per cent advertising allowance.

Wilbur Suchard, candy, \$200 per 1,000 advertising allowance.

Wilson & Co., canned meats, 5 per cent brokerage.

Wright, J. A., silver cream 10 per cent advertising allowance.

Wrigley, William, gum, \$7,000 per month advertising allowance.

Wrisley, Allen B., Olivio, 10-15 cents a case on 7,500 to 15,000 and over.

Zion Institutions and Independent Baked Goods, 5 per cent advertising allowance.

	Quantity Discount per Cwt.
National Sugar Refining Co....	\$0.12 1/2
California & Hawaiian Sugar Co.	.10
Eastern Beet Sugar.....	.10
McCahan Sugar Refining Co...	.10
Pennsylvania Sugar Co.....	.10
Savannah Sugar Refining Co...	.10
American Sugar Refining Co. (if purchases reach 1,000,000 bags per year).....	.10
Godchaux Sugar Co.....	.05
Vizcaya Sugar Co. (Cuban re- fined).....	.05



## D. M. A. A. Sponsors New Exhibit

An all-media advertising exhibit is now being constructed by the Direct Mail Advertising Association, Inc. which has its headquarters in the Hotel Pennsylvania, New York. The new exhibit will have sections devoted to each major form of advertising, and will show how direct advertising is used to assist or augment other advertising efforts.

Invitations are being mailed to advertisers, asking them to submit specimens and information. The exhibit will be shown first at the eighteenth annual convention of the D. M. A. A., which will be held October 16-17-18 in Kansas City, Mo.

Harry W. Alexander, general sales manager of the American Type Founders Sales Corporation, has been appointed chairman of the educational committee.



## Maxon Transfers Kelley

Franklyn Kelley, for nearly five years assistant to Rocco DiMarco, art director of Maxon, Inc., in Cleveland, has become art director for the New York office of that agency.

## General Foods Elects

C. Lawton Campbell, Curtis H. Gager and Charles G. Mortimer, Jr., have been elected vice-presidents of the General Foods Sales Company, Inc., New York. Arthur C. Unger, vice-president, and formerly Western sales manager, has been transferred from Chicago to New York, where he will head national field operations. Ralph H. Whitmore continues as vice-president of the company in charge of sales in the Far West.



## Packard Promotes Christopher

G. T. Christopher, for several years assistant vice-president of the Packard Motor Car Company, Detroit, has been promoted to vice-president, succeeding E. F. Roberts, resigned.



## Esty Adds to Staff

George C. Rohrs has joined the William Esty & Company, Inc., New York agency, in an executive capacity. He was formerly with General Foods, Inc., and the Hoffman Beverage Company.

# Packaged Houses

General Electric's New Advertising Program, to Promote Building, Features Demonstration Homes

WITH more than 700 new demonstration homes open to the public for inspection this fall, the housing industry will have in full swing its first nation-wide sampling campaign of homes in a complete package. These homes, constituting the major factor in the General Electric Company's "New American" demonstration home building program, are being erected by local builders with the co-operation of General Electric and other manufacturers of home equipment.

Business and economic authorities have long expressed the opinion that new housing will be the key to better times. The Government, agreeing, organized the Federal Housing Administration. The FHA, however, has been in the rather anomalous position of promoting something that it could not sell and with which it had no direct business connection.

Perhaps the biggest stumbling block has been the fact that housing has not been talked about in the right language. Except for the local advertising of builders, the industry has failed to merchandise houses as a finished unit. People, when they are considering building or buying a house, ordinarily do not think in terms of the equipment that enters into its construction.

To officials of General Electric, it appears that if housing is ever going to get anywhere in attracting its share of consumers' dollars, it will have to emulate the methods of the automobile industry—which has done a prodigious job not in advertising alone, but in demonstration.

In housing, according to T. K. Quinn, G-E vice-president, two major points have been lacking: New houses have not been demonstrated to any appreciable degree; and relatively little has been done to make the public dissatisfied with the houses it now occupies.

In recent years housing has undergone a radical change. Ten years ago the average home owner could not dream of having an air-conditioned house that would make him independent of the weather, summer and winter. The average housewife only vaguely dreamed of an all-electric kitchen, or having at her call the many electrical servants which today make housekeeping a joy. These things, until recently, never were given a companion demonstration to the masses; yet they make people want new homes and the things that go with them.

## Houses to Be Shown as Operating Unit

The home demonstration campaign aims to present a co-operative, well-knit advertising and promotional program. It will focus attention on the house as a finished package. Not only will G-E products be featured, but other manufacturers' material as well—and all shown in a dramatized setting that is calculated to rouse public interest and desire to buy. Design, construction materials used, equipment installed, all will be shown in a finished, natural setting which only a completed house can make possible.

In short, G-E is offering to builders a selected group of designs which won prizes in its recent architectural competition. Any builder can obtain complete working drawings for a nominal fee of \$25 or \$50. Or he can use a design of his own selection, provided it acceptably interprets the modern home.

The company is supplying its equipment for installation in these demonstration homes at a discount of approximately one-third off. Other manufacturers of building supplies who are allied with the program, are likewise offering



# Speaking of Scoops!

**I**SSUE after issue The Weekly Kansas City Star scoops all the other farm papers in its territory.

Simple enough!

The Weekly Kansas City Star is printed on high-speed rotary presses. The entire run of nearly half a million copies is "off" in two hours. Competing farm papers are printed on slow magazine presses.

The Weekly Star (as its name implies) is issued each week. Competing farm papers are printed monthly or semi-monthly.

As a result of this and the necessity of an earlier closing date on the magazines, The Weekly Star gets important news, such as AAA rulings and regulations, to farmers a week to three weeks ahead of the other farm publications.

Is it any wonder The Weekly Kansas City Star (without premiums, contest schemes or club offers) is first in Kansas, first in Missouri and has the largest weekly rural route circulation in America!

## The Weekly Kansas City Star.

**LARGEST FARMERS' WEEKLY IN AMERICA**

**477,287 Paid-in-Advance Subscribers**

substantial concessions in price.

In addition, G-E is scheduling a large advertising program to appear during the month of October in magazines. Tying up with this, its distributors are being encouraged to advertise in their local newspapers, and collectively to sponsor radio broadcasts. Newspapers in a number of cities plan to issue special sections. In some instances these are expected to run to twelve and sixteen pages of editorial and advertising matter. The company also is furnishing an attractive brochure for distribution to the people who inspect the demonstration houses.

Another interesting angle of the program is that every demonstration home will also be on the market for sale, thus disposing of the samples in this widespread campaign.

The principal message which it is desired to get over to the public, over and above the stimulus to own a new home, is the higher standards of home living that these model homes make possible. In the opinion of Mr. Quinn, only to the extent that the public is convinced that new homes will make for greater convenience and more healthful and happier living, will the housing industry get somewhere. Accordingly, advertising will not concern itself primarily with discussions of equipment or

construction materials. It will dwell rather on the new era of living which these goods, collectively, make possible.

The program calls for the construction of one demonstration home to each 100,000 of population. To bring the movement to the attention of builders, local committees were organized in approximately 175 principal trading areas. These committees were composed of G-E field managers, distributors and dealers of its air-conditioning, refrigerator, oil furnace and other electrical equipment. Members called personally on builders, presenting the plan to them. The response has been gratifying and enthusiastic. As this issue goes to press, upwards of 500 homes are under construction or contemplated.

A further step in the campaign is the construction at Wantagh, New York, of a small house, 16,425 cubic feet in size. It is equipped complete with such major equipment as air conditioner, oil furnace and electrical kitchen. This house is expected to contribute a tremendous impetus to the program. It is anticipated that approximately 1,000 similar homes will be built for demonstration throughout the country.

Each day finds increasing public interest, thus proving that what the housing industry has needed is not talk but action.

♦ ♦ ♦

#### W. M. Stedman in New Post

William M. Stedman is now vice-president in charge of sales for the Blue-Bell Importing Corporation, distributors of Hildick's Apple Jack, King William VOP Scotch Whisky and Vickers' Dry Gin, New York. He was, at one time manager, of the New York office of George Harrison Phelps, advertising agency, and, more recently, sales manager of Collins & Aikman.

♦ ♦ ♦

#### Marks Returns to Schenley

Robert W. Marks has resigned from the editorial department of Cecil, Warwick & Cecil, Inc., New York agency, to join the Schenley Import Corporation in an executive capacity. He was formerly assistant advertising manager of the Schenley Distillers Corporation.

#### Apply for Purchase of WPHR

The Federal Communications Commission has before it an application for the removal of Station WPHR from Petersburg, Va., to Richmond, and the transfer of ownership to John Stewart Bryan, publisher of the Richmond *News-Leader*, Tennant Bryan, circulation manager, and Dr. Douglas S. Freeman, editor.

♦ ♦ ♦

#### Insulite Appoints

A. D. Stone, Jr., has been appointed assistant Eastern district manager of the Insulite Company, Minneapolis, with offices at 101 Park Avenue, New York. E. A. Anderson has been appointed assistant sales manager, in charge of the Southern District, with headquarters at St. Louis.

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There Are  
**BUYERS**  
 IN THE  
**Booth Newspaper**  
**Markets**  
 of  
**MICHIGAN**



These markets present a real opportunity to advertisers because folks here are working and have been working long enough to be present-day BUYERS.

## And These Buyers Read Booth Newspapers

There are eight principal trade areas (outside of Detroit) that offer the greatest sales possibilities in this state of opportunities.

Each is completely covered by a Booth Newspaper carrying Associated Press, United Press and International News Services. Your advertising in these newspapers will be read with confidence.

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

I. A. KLEIN, Inc., Eastern Representative  
 50 East 42nd St., New York

J. E. LUTZ, Western Representative  
 180 North Michigan Ave., Chicago

**BOOTH NEWSPAPERS, INC.**



Advertisement Department

**H. J. HEINZ COMPANY**  
**PURE FOOD PRODUCTS**  
**"57 VARIETIES"**

PITTSBURGH, PA., U.S.A.

July 31, 1935

Mr. Stanley R. Letcher  
Delinicator Magazine  
Burrhead Building  
New York, N. Y.

Dear Mr. Letcher:

Put this in your pipe and smoke it!

We ran a four-color Visagor page on the back cover of the May Delinicator, with the caption, "Glad Magic Exposed!" We offered a called book to any reader who would send in ten cents. The identical ad appeared in five other publications.

So far we have received more dimes from the Delinicator page than from any other magazine in which the advertising appeared. The Delinicator page also pulled more replies than we have ever received from a magazine advertisement, even when we offered a free booklet.

Sincerely yours,

H. J. HEINZ COMPANY

*Wm. H. Bel*

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# HEINZ SETS A NEW RECORD FOR MAGAZINE RESPONSE

The letter from Franklin Bell, Advertising Manager of H. J. Heinz Company, tells a fairly complete story in itself.

ever run. It was even greater than the response to advertisements offering free booklets.

The main point is not that Delineator out-pulled the other five magazines in which that advertising appeared. Some of them have less circulation than Delineator and we might naturally expect to do better than they did. The significant thing is this — the response from the Delineator advertisement, each coupon accompanied by a dime, was greater than the response to any magazine advertisement that Heinz has

Delineator has less circulation than many other women's magazines — deliberately so. (Circulation guarantee, by the way, is 1,500,000). But as the Heinz incident proves, it isn't always how much circulation but what kind of circulation, that spells results for advertisers.

## DELINEATOR

# Dressy Pots and Pans

New Appearance Aluminum, Turned into Specialty, Gains Acceptance in Highly Competitive Market

THIS year the West Bend Aluminum Co. came out with its pots and pans all dressed up. Figuratively they had had their faces lifted and had been given a haircut, shampoo, permanent wave and manicure—all for the purpose of gaining attention and acceptance from retailers and from women who take pride in the utensils used in the kitchen.

The modern, brand-new appearance of this aluminum ware dates back in origin to the early part of 1934, when the company decided that a little extra volume would be desirable. How to get it and what to do were the questions that confronted the management. More volume by the route of price reductions was out, because everything in that direction that could be done had already been attempted, either by the company itself or by its competitors during the three previous years. Besides, costs were advancing and instead of contemplating possible reductions in price, it was necessary to figure out a plan whereby volume could be increased and prices advanced also.

According to E. A. Kraemer, manager of the jobbing division of the company, "In the aluminum cooking utensils industry, it has been more or less of a prevailing impression that a 'pot is a pot,' and design, so far as appearance is concerned, does not have so much bearing on salability as quality of material and price." However, after certain minor experiments in design had been made on several numbers in the line, the company came to the conclusion that people are interested in new and attractive designs, even in kitchen utensils.

As the result of these experiments, a complete new line in a new design was decided upon. The designing firm that was engaged is headed by two women. "Our in-

structions to this firm of designers," says Mr. Kraemer, "were that they should cast off all anchors and forget about any tools, dies or parts that we might have available by reason of the items that we were already manufacturing. They were told to design a line of matched aluminum cooking utensils that would be new and different, attractive and practical, yet not too extreme. The result of these rather difficult specifications was the new West Bend satin ray aluminum ware.

"The line was manufactured to be retailed in the medium-priced field. The public had become tired of so-called price merchandise but had not advanced far enough in convalescing from the depression to step into the so-called quality field. Department-store buyers felt that here was a line which had the necessary quality to justify their supporting it with their stores' prestige, and still was not too high priced to retard sales."

## Tags Helpful Selling Facts on the Product

In assisting the retail stores to merchandise this new line, an attractive metallic paper label, printed in two colors, was attached to the outside of each utensil. For the convenience of store managers in identifying the capacity and price of each item, a label was also attached to the inside of the utensil, calling attention to the satin-ray finish, carrying a guarantee against defects in workmanship and material and bearing a hint to housewives that they should own a complete set of this kitchenware.

Merchandising helps were confined to suitable newspaper mats and conservative display cards. It was finally decided to make up the line in two types of finishes: one, the orthodox polished finish and

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the other the new satin-ray. The latter finish was a development of the company's giftware division, where it was enjoying an increase in popularity.

Again quoting Mr. Kraemer:

"We felt that if the housewife enjoyed the satin-ray finish on a powder box or flower vase, she might also like it on her cooking pots, particularly if it had any advantages over the polished finish."

Store buyers, of course, asked the salesmen's opinion regarding the salability of the two finishes. It was recommended that they buy a limited assortment of merchandise in both types and then let the consumer tell them which finish it would be advisable to restock.

Reorders in both finishes have been very gratifying to the company. They are ascribed largely to the new designs, the molded

plastic handles and knobs in colors and such practical features and gadgets as the trigger whistling tea kettle and the balanced percolator with the sanitary spout.

Many companies have experiences they could relate concerning redesigned products. Some have resulted disastrously. West Bend seems to have approached the thing properly, from several angles:

1. It had a real reason for considering new designs. It wanted increased volume, to be sold at higher prices.

2. It experimented before deciding on a general redesign policy.

3. It gave the designers *carte blanche*—no old tools, dies and so on were to handicap them.

4. It won co-operation from stores by furnishing the type of merchandising helps they would use.



### Clifford Leaves Quigley

Edwin S. Clifford, for seventeen years with the Quigley Publishing Company, is leaving that organization to become part owner and general manager of the Elgin, Ill., *For Valley Herald*. He was general manager of the Quigley group of film trade papers until 1930 and then became general manager of the Chicagoan Publishing Company, until recently a Quigley subsidiary, and Western manager of the Quigley company.



### Provides Vacations for Needy Children

Twenty small girls will enjoy the benefits of ten days' vacation at Camp Rohrman, Paradise Farms, as the guests of the Philadelphia Club of Advertising Women. For several years this club has made it possible for needy children to escape the summer heat in this manner.



### Fabian with Shepard Agency

Victor Fabian, for thirteen years advertising manager of the Colgate-Palmolive-Peet Company and, more recently, with the Gardner Greist Company, is now with the K. E. Shepard Advertising Agency, Chicago.



### Space Buyer for Quaker Oats

M. S. Stone has been appointed space buyer of the Quaker Oats Company, Chicago. This is a newly created position in the advertising department of the company. It does not affect the company's advertising agency relations.

### Death of F. H. Hitchcock

Frank Harris Hitchcock, publisher of the Tucson *Daily Citizen* and formerly Postmaster-General of the United States, died August 5, at Tucson, Ariz., aged sixty-five. It was under Mr. Hitchcock's membership in the cabinet of President Taft, as Postmaster-General, that the parcel post and postal savings systems were instituted. To his enterprise also is given much credit for the introduction and development of air mail transportation.



### Halitosine to Advertise New Product

The Halitosine Company, St. Louis, mouth wash and tooth paste, has purchased "Heck" deodorant from the Heck Conard Company, Kansas City, and will shortly inaugurate an advertising campaign on this product. The Heck account will be directed by Jimm Daugherty, Inc., St. Louis agency.



### Joins Cecil, Warwick & Cecil

Frank A. Hodges, Jr., formerly manager of the media and space department of the Frank Presbrey Company, New York, has joined the staff of Cecil, Warwick & Cecil, Inc., New York, in charge of media.



### Appoints William Kelly

William T. Kelly, for many years director of advertising for the Boyce publications, has been appointed business manager of *American Business combined with System*, published by Dartnell Publications, Inc.



# P. S.—He Got the Business

Postscript May Be a Habit, But Sometimes It Helps an Advertiser Get an Order

By Don Gridley

AS a casual student—if that be the word—of sales letters, I am becoming convinced of the fact that the postscript has taken on all of the symptoms of an epidemic.

When our lady-like great aunts of the Mid-Victorian era sat down to breathe the gentle passion into the letters that they wrote in such a florid but aristocratic script they realized full well the force of the tradition that the P. S. was the place to put the letter's stinger. One classic example of this was offered by the gentle young lady who after writing four pages of sweet nothings signed her name and then added this amazing postscript:

"You will, my dear Emily, indeed be sorry to learn that poor, dear papa has departed from our pleasant home in company with Miss Andrews, our governess. I am told that papa took with him \$10,000 of the bank's funds."

Apparently writers of sales letters have not only discovered the postscript but have appropriated it and built it into something of a tradition. Letter-writing manuals that used to outline a letter as having the salutation, the body and the signature, are forced to add "and the postscript."

If the original idea of a postscript was an after-thought, something that the writer neglected through carelessness to put in the body of the letter, then the writers of sales missives have forgotten its meaning. Frequently—perhaps far too frequently—one sees in the sales letter P. S. the Machiavellian cunning of the writer who has purposely reserved what he hopes to be a stinger for the postscript.

This method has its advantages.

Frequently it is good practice to include in a sales letter some brief item of information that does not properly belong in the body of the letter and if included there would interrupt the train of thought.

Thus when the writer of a letter recently sent out by The Chas. C. Hart Seed Co. added the following, "P. S. *We* do no business with chain stores," he had a definite idea in mind.

## Seven Words Packed a Wallop

There is nothing particularly to add to the laconic statement "*We* do no business with chain stores." To embellish it further with words would be the most gratuitous form of lily-gilding.

Furthermore, the writer's chief job was to tell about the company's assortments of seeds and its seed displays. If the letter did anything it was intended primarily to get dealers to say "yes" to this question which opened the final paragraph: "May we send you this display?"

Any mention of chain stores in the body of the letter would have interrupted the tenor of its message and probably interfered with the effectiveness.

Stuck at the end of the letter as a postscript, however, with its invidious "*we*" it stood by itself, delivered its important message and did not put any brakes on the important sales message.

On the other hand, just what can be said of the following postscript which, incidentally, is about the same length as the longest paragraph in the body of the letter:

"P. S. Blank hosiery are more closely woven than ordinary stock-



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*Our* **HANDS** *have*  
*no quarrels with*

**MACHINES**



In the setting of advertising type, there comes the occasional job that can be set on a linotype as satisfactorily as

by hand—and at a less cost. ¶ On this job we use a machine.

For in our equipment and facilities are the most modern machines in existence for typesetting, including the new Model 25 Linotype.

¶ "Set it right!"—that is our whole creed. ¶ We would welcome a single advertisement, for exquisite hand-setting, or the setting of type for a whole magazine to demonstrate to you that here is a type-service you may use economically and for the finest results.

**TYPOGRAPHIC**

**SERVICE COMPANY • • 210 EAST 45 STREET**

**INDEPENDENT**

**TYPESETTING COMPANY • 228 EAST 45 STREET**

**NEW YORK**

*Divisions of the Electrographic Corporation*

ings. A single blank stocking has over one hundred thousand more stitches than a one-half blank. This takes more silk thread, but the fineness of weave together with the permanent "Spotproof" finish we put on these stockings, adds much to their beauty, minimizes runs and snags, and makes them wear longer."

I submit that that paragraph belongs in the body of the letter which is an out-and-out sales letter offering this manufacturer's product. It is a good sales argument, telling, as it does, one reason why this particular product is superior to others that a woman might buy. The writer not only weakens his letter by adding this paragraph as a postscript but interferes with the value of the message that the postscript was supposed to deliver.

Let's look at some specific examples, subjecting them to the laboratory case-book study.

It will be safe enough in every case to let the reader determine whether the postscript was warranted or not.

**Browning Arms Company:** A letter to dealers, written in mid-summer, to remind them that it will soon be hunting season and that the company is ready to give them every merchandising aid. It emphasizes the Browning sales policy and the company's guarantee that everyone of its guns sold pays the dealer his full profit.

*P. S. If you care to send us a few names of your customers who are prospective Browning buyers, we shall be glad to help you sell them by sending literature and writing to them urging them to place their order with you now though delivery may be made later.*

**The Highland Body Mfg. Co.:** A letter to Chevrolet dealers, written last October, telling about the winter sales benefits of sleeper cabs. The letter was a long one of eight paragraphs and covered pretty thoroughly the sales arguments for the company's products.

*P. S. Usually a trailer sale accompanies the sale of a sleeper cab.*

*Don't forget "Trailmobile" trailers and their attractive dealer proposition. Complete trailer and body units as low as \$860.00, plus tax.*

**Carbola Chemical Company, Inc.:** The letter's primary purpose was to call the dealer's attention to a new series of radio broadcasts. The last three paragraphs urge the dealer to tie-in with the company's advertising and sales helps.

*P. S. How many Cellar Circulars do you want? (Copies of the circular were attached to the letter.)*

**The Coleman Lamp and Stove Company:** This letter was written in April of this year. It urged dealers to "join the big sales drive on Coleman Automatic Electric Irons" and outlined the sales helps it was giving the dealers. This message was part of a four-page illustrated letter with the other three pages giving illustrated sales talks on two products in the line with emphasis on the irons.

The postscript—which, incidentally, was not labeled "P. S."—said:

*DON'T FORGET! These other fine profitable Coleman Electric Appliances you will want to make your stock complete:*

1. *Wonderful, new Electro-Brew—the latest thing in coffee makers. Makes perfect coffee, automatically, every time.*

2. *A fine two-slice toast oven in two models.*

3. *Coleman Automatic Waffle Maker No. 19c—a fine special at \$7.95.*

**American Wire Fabrics Corporation:** A letter emphasizing three claims for the company's new Galvanoid-Plus screen cloth.

*P. S. GOLD STRAND can be had in Bronze, Copper and Black Painted, as well—with the exclusive Measuring Tape, too.*

**The Williams Co.:** Announcing an advertisement in a national weekly with the proof attached. Three short, snappy paragraphs giving summarized sales arguments for the company's Loyer-built pads of Sun Ray Steel Wool.

*P. S. Are you selling JEX—the handy household pad—16-for-a-*

*dime? throw Would*

*Nation A letter emphasis emphasis with on over to chandise*

*P. S. ceived f note a attached sheet g mitting sheet, u custom*

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dime? "Use one a day—then throw away." Going over big! Would you like a sample?

**National Carbon Company, Inc.:** A letter to radio battery dealers emphasizing new lower prices. The emphasis is on the price argument with only incidental mention given over to the quality of the merchandise.

*P. S. In response to requests received from many dealers, you will note a change in the form of the attached price list. A separate sheet gives the dealer's cost, permitting you to show the main sheet, with only list prices, to your customers.*

**Three In One Oil Company:** A letter addressed to sporting goods dealers designed to get more attention for accompanying advertising circulars talking briefly about some of the things it offers.

*P. S. By the way, how is your stock of 3-in-One? There's space on the postcard to order more.*

**American Steel & Wire Company:** This letter to dealers told about the attached issue of "Farm Pictorial and American Fence News." It announced that copies of this magazine had been sent to every farmer on the dealer's mailing list. The letter suggested that the mailing be followed by personal contact or by telephone.

*P. S. The "Farm Pictorial" is printed for your customers and for you. If you have a story relative to farm activity—or interesting photographs (snapshots will do)—*

*or any other feature that will prove interesting to readers—send it along.*

**Aristocrat Clock Company:** A letter to a dealer mentioning that a revised price schedule was being sent in response to his recent request. It tells how the price reductions will help him and what the company is doing to help him obtain sales volume.

*P. S. Attached are illustrated circulars of a few of our outstanding values.*

**Chicago Curtain Stretcher Co.:** This letter is addressed "To the Trade." It was sent out the first of this year and announced that 1934 was over and that 1935 was expected to be a banner year. It called attention to the attached price list.

*P. S. We invite you to visit our display at the National House Furnishing Exhibit, Stevens Hotel, Chicago, January 7th to 12th, 1935.*

\* \* \*

There they are, a noble company of postscripts. It is interesting to note how many different ideas this little group of letter writers were able to pack into the P. S.

More interesting, however, is the fact that some of these addenda were no more postscripts than a turkey is a mathematics teacher. Several of them, indeed, are apt examples of what happens when the postscript virus really gets in its dirtiest work.

+ + +

#### Joins Wolaver Agency

George O. Gould, formerly production manager of the Gordon Vichek Advertising Agency, Cleveland, has taken a similar position with the E. D. Wolaver Agency of that city.

\* \* \*

#### Represents Live Stock Paper

The *United States Live Stock News*, Omaha, has appointed Frank Showers, Indianapolis, as special advertising representative to handle accounts in Indiana, Ohio, and Kentucky.

#### Evans Joins G. E. Merrick

H. Emerson Evans, formerly vice-president of the Joseph W. Young properties, is now vice-president of George E. Merrick, Inc., founders and developers of Coral Gables, Fla.

\* \* \*

#### Death of H. J. Marks

Hammond J. Marks, head of H. J. Marks, Inc., Boston agency, died recently at Newton, Mass., aged forty-seven. He was associated with the former Glaser-Marks, agency, Boston.

# Why Allegory Has Power

Parables in Headlines, Copy and Illustrations Add Force to Advertisement—Honestly, Too

By Aesop Glim

THERE are times when fiction is stronger than truth—for the purposes of advertisement leads.

There are times when the truth about a product lacks news value. Perhaps your story has been told too often; perhaps the merits of your product—however great—just won't lend themselves to the arresting, eye-catching treatments which a proper staging demands.

In such cases you may discover the sales power of allegorv.

To get our ground rules straight let us define allegory (for today's purposes) as covering all forms of fictional simile or parable. The dictionary defines *simile* as "an imaginative comparison" and *parable* as "a short fictitious narrative embodying a moral." Of course, the great parables of all times are found in the Bible—wholly fictitious narratives, but each conveying a fundamental truth.

In a recent diatribe I attempted to define some of the occasions when it is necessary to go afield to find headline subject matter—and how far afield one should go. I hope no one will accuse me of waging a campaign for *fiction versus truth* in advertising, when I follow that diatribe with today's praise of allegory.

I'm all for truth in advertising, and I think you're fortunate if the truth about your product makes good headline material. If it does, don't wander afield. But when the truth doesn't convey the truth—arrestingly, quickly and convincingly—then allegory has its due place. Under such conditions, we can cite the Bible as our precedent and strive to construct our parables with equal honesty of method and purpose.

There are all degrees of fictional

exaggeration possible for advertising copy purposes. We will try to cover as much of this range as possible by looking at current examples. As a first principle in building an allegory, let us agree that it should be as *simple* and as *accurate* as the circumstances permit—the "circumstances" being determined by the knowledge or attitude in your prospect's mind, as regards your product.

Let us remember at all times that we are constructing our allegory solely to increase the speed of catching our prospect's attention and the speed of building a conviction in his mind. It is dangerously easy to do the former at the expense of the latter. Wherefore accuracy is every bit as important as arresting power. If our allegorical superstructure is merely an eye-catcher and does not accurately lead to a favorable conviction about our product, we are probably worse off than if we had failed to catch his eye. Particularly, if our reader feels *tricked* by our device, his resentment may be more costly than his former indifference.

\* \* \*

Now let's jump from precept to example. . . . When Patrick Henry shouted, "Give me Liberty or give me Death," I think he was exaggerating. I'm sure he was all for Liberty and that he created in the minds of his prospects a vivid conviction of the desirability of Liberty. But I still think he was doing a bit of rhetorical exaggeration and that he thought the odds were four to one on his getting Liberty rather than Death. In any case, it made a good headline.

When Chesterfield said, "In a violin, it's tone—in a cigarette, it's taste," they were indulging in

Aug. 8, 1934

something perhaps. violin about the court truths of immediate mind of net result Taste is rette and is excellent) When

When pup is told a lot of words. that his more true new ease nance opportunity all possible

Two Dishes Are Cooked

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But I advertising somewhat different fore me "Many tonight MUM."

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something or other—poetic license, perhaps. Certainly the tone of a violin actually proves very little about the taste of a cigarette. Yet the coupling of these two unrelated truths did somehow build an immediate surface conviction in the mind of many a smoker. And the net result was completely honest. Taste is the *sine qua non* of a cigarette and the taste of a Chesterfield is excellent (as far as I'm concerned).

When Bryant Heater said, "Your pup is your furnace man," they told a lengthy story in a very few words. Certainly no one suspected that his pet dog was about to learn more tricks. But a conviction of new ease and convenience in furnace operation was conveyed with all possible speed.

#### Two Different Methods Are Compared

Listerine has told its story of preventing bad breath with a succession of fictional situations. A current Listerine headline says: "His letter didn't explain why" . . . he was breaking the engagement. I would call this a perfect example of a parable, constructed with honesty of method and purpose.

But I have seen another current advertisement which handles a somewhat similar situation quite differently. I haven't a copy before me so I quote from memory: "Many a girl will sit at home alone tonight—because she doesn't use MUM."

Obviously this is not a parable. Which treatment do you prefer? I like both.

Several people have called my attention to a Paul Jones Whiskey advertisement, headed: "Toby, fetch me the key to the spring house." This advertisement tells the story of Colonel Paul Jones and his rare ability to mix a mint julep—to the great delight of his guests. I imagine the Colonel is fictitious and that this represents an allegorical treatment of the subject. (Whether fiction or truth, I suggest one of Walter Winchell's orchids to the originator of this advertisement—it is certainly one



## SELL WHERE THERE'S MONEY TO BUY

Markets to-day must be chosen with care if advertising is to yield sound value for outlay. Advertising in Punch is selective advertising. It goes to people who have leisure to read, who trust what they read in Punch, and who have money to spend. For any product with "class appeal" (and "class" appeal leads to "mass" appeal!) here is a medium that has no "useless" circulation to dilute the sheer value of your space.

## ADVERTISE MORE IN PUNCH

MARION JEAN LYON: ADVERTISEMENT MANAGER: PUNCH: 10 BOUVERIE ST., LONDON, E.C.4, ENGLAND: MEMBER OF AUDIT BUREAU OF CIRCULATIONS

of the top liquor ads since Repeal.)

Ipana tooth paste has been running a series depicting elegant ladies committing eating atrocities (on a whole leg of lamb, a gigantic stalk of celery, etc.) to the horror of beauty editors and the delight of dentists. The copy tells of our need for gum massage. This is emphasis with a vengeance—but quick and accurate.

Remington Noiseless Typewriter uses a somewhat similar technique. A current ad pictures a trio of male tap dancers—in full evening regalia—going through their noisy routine in a business office.

Absorbine, Jr. is apparently good for everything—including sunburn. The discomfort of sunburn is staged and emphasized by a picture of a girl in a bathing suit lying on the sand. A spotlight shines on her bare shoulders and in the spotlight, right where the sun is burning, you read: "How will it feel tomorrow?"

Lysol pictures the abstract of Infection as a "criminal at large"—an ugly public enemy peering out of the darkness into the window of a peaceful family.

Somewhat similar to Lysol, but on pleasanter topics—are these three examples of giving life to inanimate objects.

"Gem packs a barber (pictured) with every set!" The Gem Razor is a "Little Barber in a Box" which, by its very design, compels you to hold the razor properly.

Pennsylvania Motor Oils speak of the connecting rods in your car as "Legs that take a thousand strides a minute."

R. T. French Company depict a salad, speaking the words: "Don't spoil my delicate flavor with cheap mustard."

#### Sausage Makers Advertise

Organized in 1924, the Milwaukee Sausage Manufacturers Association has started its first advertising campaign. A newspaper schedule, now running, will continue until December. The purpose of the campaign is to stimulate public demand and, by stressing quality, bind the ten members of the association to maintain quality standards.

Nash pictures and verbalizes a tremendous exaggeration—"The whole town's talking about the 'Newest Car in Years!'" Yet the reader receives therefrom only a pleasant glow of infectious enthusiasm, wholly favorable and in no way deceiving.

Of course, the great body of "negative approach" copy has been of an allegorical trend—the wall-flower, the business failure, the social failure; imaginary situations which are essentially true. Goodrich Tires are now heading their ads with posed photographs of "typical blow-out accidents." I doubt whether any great number of readers are misled into thinking these are news-reel photographs.

And lastly—for today's consideration—here are three different ads from the cartoon and balloon school of thought which are obviously allegories.

Travelers Insurance says, "This is the story of Christopher Hay—who dreamed of seeing the world some day." All in verse and with eight pictures of episodes in Hay's life.

The story "Dorothea reforms the young" tells in four episodes and eight balloons how Libby's Pineapple Juice can be used to get vitamins into the systems of young and old alike.

Three photos and six balloons tell how Mrs. Green was, "Hood-winked by her husband!" to the great benefit of Mr. and Mrs. Green and the makers of Kaffee-Hag.

\* \* \*

If you're interested in figures, my quick survey of a dozen July publications indicates that less than 20 per cent of the national campaigns had illustrations or headlines of an allegorical nature.

#### Larger Houbigant Campaign

"By far the biggest campaign we have had in years" is the description given to the fall advertising plans of the Houbigant Sales Corporation, New York, by Pierre Harong, sales manager. Fougere Royal preparations for men will be double the advertising of last year. Plans for the company include schedules in twenty-five magazines.

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# Gas, Oil and Salesmen's Cars

## Most Companies Do Not Specify Brands and Large Majority Employ No Credit Cards

TRACY-LOCKE-DAWSON, INC.  
DALLAS, TEXAS

### Editor of PRINTERS' INK:

I am very much interested in the survey of eighty-six fleets of salesmen's automobiles, compiled by C. B. Larrabee and Joel Lewis in *PRINTERS' INK MONTHLY* for July.

This is a very comprehensive study and I would like to have the following information, which was not included in the article, if it was obtained:

1. Do any of these organizations specify or recommend any particular brands of gasoline and motor oil to their salesmen?
2. Do salesmen make use of credit cards for gasoline and motor oil, etc.?
3. Do they use coupon books in the purchase of these items?

A. H. CAPERTON,

Director of Market Research.

**BECAUSE** of the interest in the questions asked by Mr. Caperton a special questionnaire was sent to fifty of the eighty-six fleet operators who contributed to the survey published in *PRINTERS' INK MONTHLY* for July. This survey dealt with the following phases of salesmen's cars: Ownership, operating expenses, replacements, insurance, forms, what salesmen should carry and identification. A limited supply of reprints of this twelve-page survey is available and copies will be sent to readers on request as long as the supply lasts.

In answering the question suggested by Mr. Caperton, "Do you specify or recommend any particular brands of gasoline and motor oil?" thirty-eight companies report that they do not. One company reports that it does in some cases, while seven do make definite rec-

ommendations. Among the seven making recommendations four of them do not insist on a single brand, but recommend standard makes of gasolines. Three companies report that they make no recommendations of brands of gasoline, but do insist that the salesmen buy the better grades of oil.

It is obvious that the companies that make recommendations seek to avoid having their cars ruined by the use of inferior grades of gasoline or oil. Apparently a few more companies are interested in the type of oil used than in the gasoline.

In answering question number two, "Do your salesmen make use of credit cards for gasoline and motor oil?" thirty-four companies report "no," four say "yes," and ten report that in some cases the salesmen use credit cards.

In answering the third question, "Do the salesmen use coupon books in the purchase of gasoline or motor oil?" forty report "no," seven report "in some cases" and one says "yes." Some of the comments received throw interesting sidelights on the question. One large company said, "We do not specify or recommend a particular brand, as we do business all over the United States with different companies and our branches do their best to spread their business around where it will do the most good."

This brings up the important question of reciprocity buying, which has been agitating the minds of so many purchasing agents.\*

Several companies mentioned this question of reciprocity and there is no question that it is a very important consideration in the purchases not only of gasoline and oil,

\*A detailed discussion of this problem will be found in the article, "Reciprocity," by C. B. Larrabee, *PRINTERS' INK*, May 16, 1935.

but of any other product used by large companies.

Another company points out that it does not use credit cards and would not dare to do so because if it furnished its salesmen with cards on any particular group of stations the company would be put on record as patronizing a specific company. This particular organization does a heavy business with a number of different oil companies and feels that it cannot afford to jeopardize its standing.

### Reciprocity Problem Leaves Choice to Salesmen

Here is a comment from another fleet operator which touches on the reciprocity problem: "Owing to the nature of our business we do not instruct our salesmen to confine themselves to any particular brand of gasoline. We do considerable business with practically all of the national and independent oil companies, therefore, we endeavor insofar as possible to share our business with all of them. As a result we cannot specify any particular brand of fuel and leave the matter entirely to the discretion of the salesman as to the gasoline he uses."

Of course, several companies with large fleets buy gasoline and oil for their branch houses. Where the fleets are company-owned, the salesmen are required to use the company's supply of gas and oil whenever possible.

The operator of one of the largest fleets reporting said, "Our department specifies both the fuel and lubricating oil used in the automotive equipment. We use the commercial grade of gasoline, either lead treated but preferably commercial white with a minimum octane of 65, initial 100, final 400. Same must be free from impurities and non-corrosive. On lubricating oil we favor the lightest oil we can get to prevent excessive oil consumption, and we are not specifying oils produced either under a Multi-Sol or Duo-Sol process. These oils have less sludging tendencies, and a better viscosity index than previous oils that we have used."

Some interesting comments developed in regard to the second ques-

tion. One of these was, "Formerly all our salesmen bought gas and oil through credit cards. This practice has been discontinued and for your information our accounting department says, 'For the love of Pete, don't mention anything about reviving that plan.'"

Says a large fleet operator, "Salesmen using company-owned cars requiring purchase of gasoline away from operating points charge their purchases through company accounts. On some territories these salesmen are furnished with credit cards; in others the plan is simply to use our vehicle identification number as authority for accepting the charge. Salesmen operating individually owned cars on contract do not have charge accounts for purchase of gasoline, as there is no benefit due to the withdrawal of discounts under the Petroleum Code operation."

Two other operators refer to this code restriction. One said, "Previous to the code going into effect practically all of our men operating company-owned cars were furnished with means of identification so that they could charge purchases of gasoline and oil through a specific company station or agent. At the same time some of our salesmen, operating personally owned cars, had the same privilege, but it was not a general practice, inasmuch as the company through whom we had this arrangement did not operate nationally. The writer understands that when the code went into effect, all of this was eliminated and, so far as he knows, has not been put back into effect since."

### Disapproves Credit Card System

The second operator says, "Prior to the NRA our salesmen had discount cards for gasoline and oil from several of the large companies. So far as we know, these went out when the codes came in and have not been issued since. We never have used credit cards whereby the salesmen would sign for gas and oil and the invoices rendered direct to us."

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up the question of reciprocity said, "We have in the past used credit cards to some extent. Here, again, we found it necessary to return to our present method of operations and eliminate credit cards because it had the effect of confining our salesmen to certain brands of gas which, of course, we wanted to avoid because of the moral obligation we felt that we owed to others who were also selling a good grade of fuel."

One operator in answering the second question says laconically, "No. Too much bookkeeping involved."

Another operator brings up an interesting phase of the question where flat mileage rates are allowed. He said, "We have discontinued the use of credit cards because of the considerable detail work involved. We are not particularly interested in the quantity of gasoline purchased by a salesman, inasmuch as we allow our men a flat mileage rate. Also we give each man a travel expense fund so the men do not tie up their own funds when they pay cash for gasoline."

Only one offered to make quotable comment on the coupon books.

"We have used coupon books in the past and settlement was made with the oil company issuing these books once a month," he said. "This, of course, gives us an absolute check on the amount of gasoline the salesman buys and the price he pays for it, but it also creates considerable additional detail work in the office in tabulating these sales. Here again it more or less confines the purchase of gas to one or two companies and we, therefore, eliminated this practice."

"It was our feeling at the time that the additional labor in tabulating the sales of gas purchased on coupon books more or less offset the saving involved, which was possible in the use of coupon books, and because of our desire to be fair with all the concerns, we discontinued the practice."

♦ ♦ ♦

#### Joins College Group

The *Boston University News* has joined the Major College Publications, Berkeley, Calif.



## 'WAY BACK IN '28

of the department store advertising placed in the two leading newspapers in the Newark market, 57.5% was published in the *NEWARK EVENING NEWS*. Last year the preference went to 67.1%; and from January to July this year it was slightly more than 70%. Wouldn't you say two and one-third times more copy was indisputable concentration? We do! The department stores learned that one medium can do up brown the job of reaching and selling their market. A lot of other advertisers have already taken the leaf out of the book. What are you doing?

## Newark Evening News

NEWARK, NEW JERSEY

O'MARA & ORMSBEE, Inc., General  
Representatives, New York, Chicago,  
Detroit, San Francisco, Los Angeles.

# I See Where . . .

TENNESSEE Senate in special session passes fair trade bill, with Alabama measure past Senate and before House. . . . Food and Grocery Chain Stores of America, undeterred by Washington fishing expedition, to hold second annual convention Atlantic City October 14 and 15, while National Association of Chain Drug Stores will hold theirs September 9 and 10 in New York. . . . New York Merchants' Association cautions members against current agitation to scare manufacturers into registering trade-marks in States. . . .

Federal Transportation Co-ordinator Eastman urges railroads to spend more in advertising. . . . New Electric Home and Farm Authority applies for District of Columbia charter to take over assets of former E.H.F.A., charter to be limited to two years. . . . Congressional Intelligence poll August 2 on Patman chain-store bill H.R. 8442, shows thirty senators favoring, twenty-six opposed, and forty uncertain. . . . Massachusetts Senate kills bill calling for State Director of outdoor advertising. . . . As predicted, Senator O'Mahoney is introducing a bill said to be written by labor to regulate all business by Federal licenses. . . . *Variety* thinks amateur idea has shot its bolt in radio with stunts and spectacular stuff due for vogue on air next season. . . .

Congress due to adjourn between August 23 and September 1, with latter date more likely, according to present advices. Special session may be called in November, while next regular session begins in January. General belief is that once tax bill is passed, it will be hard to keep quorum present. . . . Congressional "must" list said to include: H.R. 8554, second deficiency appropriation, in conference since July 29; H.R. 7260, social security, in conference since June 20; H.R. 8492, AAA amendments, in conference since July 30; S. 2796, utility holding, in conference since July 12; H.R. 7617, banking act of 1935, in conference since July 29; H.R. 8632, TVA amendments, in conference; and H.R. 8974, tax bill. Others possible of passage are: S. 1417, Guffey coal or some other coal measure to avert September strike, now in House Ways and Means Committee; H.R. 6732, rivers and harbors, in conference; H.R. 8870, liquor control, passed House, now in Senate; H.R. 8442, Patman chain bill, now in House Judiciary; S. 3055, Walsh Government contracts bill, passed Senate, now in House; S.J.Res. 9, Wheeler food processor investigation, passed Senate, awaiting certain favorable action by House. Others possible of passage: Food and drug, now in House committee; H.R. 6511, Mead air mail; S. 3047, Duffy copyright; and ship subsidy. . . . National Association of Manufacturers attacks Walsh Government contracts bill as "deliberate attempt on the part of the Government to revive Federal control over wages and hours in private business and industry." . . .

Department of Commerce issues "Consumer Use of Selected Goods and Services by Income Classes" for Fargo, N. D. . . . Federal Trade Commission issues statement in explanation of Group I and Group II, fair trade conference rules. . . . Standard Statistics Company predicts "higher lineage rates will become widely effective by the year-end and will offset

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the currently diminishing gains in advertising volume." . . . Committee Against False Health Information, of Proprietary Association, starts on the trail of "health hawkers," being pitchmen selling nostrums. . . . Florida State officials plan to appeal court decision holding unconstitutional gross receipts tax section of the State's chain-store tax law. . . .

. . .

President appoints Yale professor Walton Hamilton, former member of NRA Consumers' Advisory Board, as Adviser on Consumers' Problems under new NRA. . . . Manufacturers using demonstration space in stores in California confused as to their status under new California chain-store tax. . . . Federal Housing Administration going great guns with \$113,071,642 insured modernization and repair notes issued since beginning in August, 1934. . . . R. W. Polk & Co. reports new passenger car sales in U. S. during first half of 1935 were 1,461,940 units, compared with 995,555 for corresponding 1934 period. . . . New York department stores look for banner fall and winter. . . .

. . .

Dr. P. H. Nystrom, president of Limited Price Variety Stores Association, predicts 10 per cent to 15 per cent gain in general retail business in last six months of 1935 over comparative figures of 1934. . . . Business upset less and less by legislative threats and is preparing for substantial rise in activity this fall, according to *Banking*. . . . Department of Commerce reports rural retail sales up  $7\frac{1}{2}$  per cent in June over May, 38 per cent over June, 1934. . . . Bureau of Labor Statistics retail food price index, July 16, 10.7 per cent higher than year ago and 16.1 per cent higher than for July 15, 1933, while during week ended July 27 wholesale commodity prices rose 0.1 per cent. . . . Department of Labor index of wholesale commodity prices 79.2 of 1926 average, while Professor Irving Fisher's index of commodity prices is 82.9, based on same average. Crump's index number of British commodity prices for last week of July 64.6, based on 100 as 1926 average, according to *New York Times*. Dun's index number of wholesale commodity prices 171.5 on August 1. . . . Federal Reserve general price level 143 (100 equals 1913 average) for June against 143 for May, 143 for April, and 137 for June, 1934. . . .

G. M. S.

+ + +

#### Rosenblatt Forms Own Firm

Sol. A. Rosenblatt, formerly NRA division administrator, Washington, D. C., in charge of codes for the motion picture, radio broadcasting industries, etc., has formed a firm under his own name for the general practice of law, with offices at 630 Fifth Avenue, New York.

. . .

#### New Electric Auto-Lite Units

The Electric Auto-Lite Company, Toledo, has purchased the Central Brass & Fixture Company, Springfield, Ohio, automobile bumpers, and the Woodstock and Chicago plants of the Alemite Die Casting & Manufacturing Company.

#### Join Sackett & Wilhelms

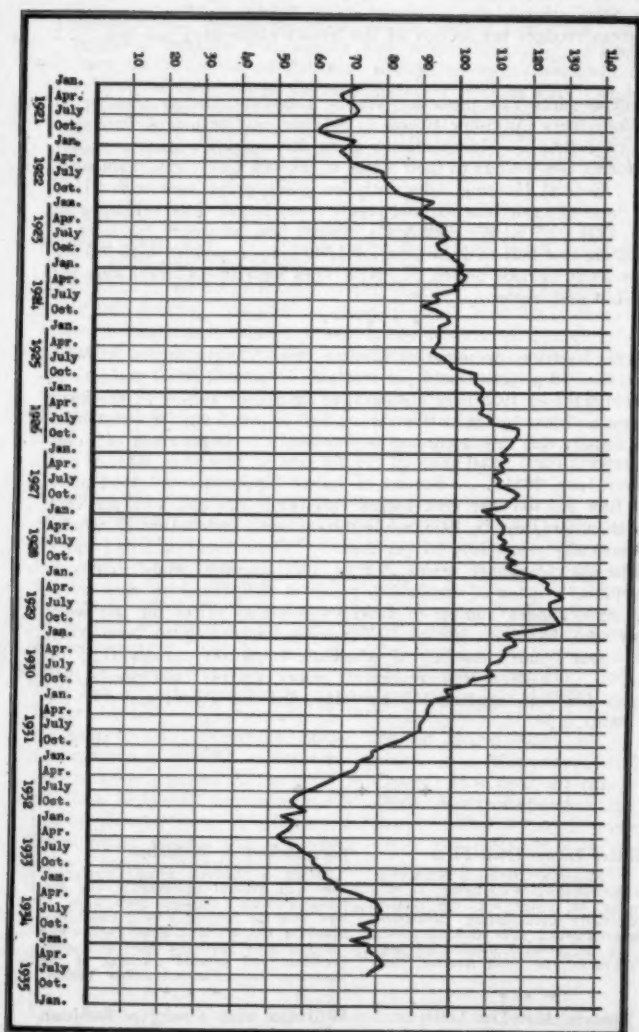
Joseph A. Kucera, former vice-president and general manager of the National Process Company, New York, is now with the Sackett & Wilhelms Lithographing Corporation, New York. For the last two years he has been vice-president and general manager of the American Label Company, New York.

. . .

#### Will Go with Young & Rubicam

E. Eugene Umland has resigned from Kennedy's apparel stores of New England where he has served as publicity director since 1931, to join Young & Rubicam, Inc., New York agency, early in September.

Aug. 8, 1935



MONTHLY INDEX OF MAGAZINE ADVERTISING  
 100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE  
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# P. I. Advertising Index

1935 July Magazine Linage Shows Decline from Corresponding Month of 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR July, 1935, the magazine index is 78.4, which is a decrease of less than 1 per cent from June, when the index was 78.8.

Actual magazine lineage in July was smaller than in June, but July magazine lineage normally shows a decline from June. However, after the figures for both months were corrected for seasonal fluctuations,

the indexes were approximately the same, which means that magazine lineage in July had only the usual seasonal drop-off.

As compared with July, 1934, the index showed a decrease of 1.9 per cent. This is a slightly smaller decrease than occurred in June as compared with the same month in 1934.

## Advertising GAINS

For the month of July the  
**TRANSCRIPT** made the  
largest gain of any Boston  
newspaper in total paid  
advertising.

**Boston Evening Transcript**  
*Boston's Most Influential Newspaper*



# When Ideas Are Property

(Continued from page 10)

According to *dictum*, in the case of *Holmes vs. Hurst*, (174 U. S. 82 1898), the early common law protected a perpetual right of the author in his material. In the eighth year of Queen Anne, the first copyright statute limited the author's monopoly to fourteen to twenty-eight years. Nevertheless, the Courts of Chancery still held that the perpetual common law right prevailed, as late as 1769.

## Publication Made Literary Work Public Property

A few years thereafter, however, the House of Lords decided that the statute of Anne had imposed a limitation upon the common law right. The later common law seems to have been especially quick to pick up the theory of abandonment and to apply it to literary property. The reason for this is clear, and, indeed, the same reason manifests itself in certain phases of the copyright statutes.

It is always in the public interest to stimulate the free flow of valuable concepts, and artistic creations are things of cultural value. The law seeks to make available works of this nature to the general public. A means of accomplishing that end was founded in the substantive legal principle that when the owner of literary property had published his work in such a manner that it became available to members of the public, he had, by operation of law, dedicated the property to the public, and thus lost his exclusive right to it. At the moment of publication the literary property is relegated to the public domain, and from then on belongs to all the world. This desire to make public property of artistic work is now apparent in those sections of the copyright law which provide that after a certain time the copyrighted material becomes public property.

The "common law" artist found himself in an awkward and paradoxical position. He was possessed

of a legally protected right in a creation which had no practical worth for him until it could be published, yet, by the very act of publication, he would lose all legal right in his creation. Reduced to its simplest terms, as expressed in many of the cases, at common law the creator had exclusive rights to the first publication; no more than that. It was to remedy this situation that copyright statutes, giving protection for specified periods, were passed in England and later by our Congress, pursuant to the authority of the Constitution of the United States.

From the foregoing, it will be seen that the common law right in literary property is supplemented by the statutory provisions for copyright. They do not overlap, and one does not replace the other. Each protects ownership of literary property, but in different phases of its existence, and under differing circumstances. The common law right is effective *before* publication; statutory copyright is effective *after* publication. Both rights exist at the present time; each is applicable to its own particular set of facts.

## Recent Decisions and Their Import

In the light of these generalizations, it is now possible to examine, with possibly a larger appreciation, the two cases first alluded to, and through them to analyze the legal consequences arising out of similar factual situations not unusual in the advertising profession.

The case of *Ryan and Associates vs. Century Brewing Association*, decided by a trial court in the State of Washington, has already been discussed in the July 4, 1935, issue of *PRINTERS' INK*, page 17 *et seq.* In the case, the plaintiff had evolved an original five word slogan to be used by the defendant brewing company in advertising the beer which it brewed. The slogan created was—"The Beer of the

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Century." When the plaintiff proved that the defendant had used that slogan without compensation therefor, the jury awarded him damages in the sum of \$7,500. The court, the jury, did not stress particularly the theory of literary property, but relied chiefly upon the ground of *unjust enrichment* of the defendant; stated otherwise, it was a case in quasi-contract.

In its instructions to the jury, the court, in part, stated:

You are instructed that in this action, it is not necessary or essential that plaintiff prove or establish that an express or direct request was made by defendant for the performance by plaintiff of the services for which compensation is sought.

The judgment in the *Ryan* case has been appealed, and as far as is now known, no decision has been rendered on appeal. In considering the circumstances of the *Ryan* case, it appears obvious that unless the plaintiff had possessed some right in his slogan, the defendant could not have been unjustly enriched by its appropriation. For if the plaintiff had no property right in the slogan, no one could have possessed such a right, and if that were true, it would hardly have been unjust for any one to have availed himself of its use. Further, had the plaintiff not possessed a property right in the slogan, there could have been no theory upon which he could have maintained successfully an action for damages. Therefore, the common law property right in a literary creation was the very basis of the decision in the *Ryan* case.

A case bearing a marked similarity to the case just discussed, but distinguishable because of a slightly different legal approach to its solution, is that of *Meyer vs. Liggett & Myers Tobacco Co.*, 194 N. E. 206, in which a decision has recently been rendered by the Supreme Court of Indiana. In the *Meyer* case, the plaintiff had formulated more than a slogan, although the scheme suggested by Meyer was not startling for its originality. Meyer, the plaintiff, had written a letter to the Liggett

& Myers Tobacco Co., in which he said:

I am submitting for your approval an original advertising scheme to be used in the way of billboard advertising. The idea consists of this: Two gentlemen, well groomed, in working clothes or in hunting togs apparently engaged in conversation, one extending to the other a package of cigarettes saying, "Have one of these," the other replying, "No thanks, I smoke Chesterfields." I trust that this idea will be of sufficient value as to merit to a reasonable charge therefor.

Two and one-half years later, the defendant, Liggett & Myers, used advertisements depicting two men in golf togs, and a caddy, one man holding an open cigarette case, the other a package of Chesterfields. The slogan read: "I'll stick to Chesterfields." A judgment of \$9,000 was awarded, which was sustained by the court of last resort in Indiana.

One of the instructions to the jury by the trial court, which was sustained upon appeal, reads as follows:

The plaintiff's action herein is based upon an alleged contract, and I instruct that the plaintiff cannot recover herein upon his said complaint unless you find from a preponderance of the evidence that a contract existed between the plaintiff and the defendant concerning the subject matter of this suit. And I instruct you that you would not be authorized to find that a contract existed between the parties hereto unless a preponderance of the evidence establishes that the minds of the plaintiff and defendant met upon and agreed to all the essential features and elements of the contract. . . .

At the trial the tobacco company had introduced evidence tending to prove that the advertisement upon which suit was instituted had been developed independently by the Newell-Emmett advertising agency, without reference to, or use of, the scheme submitted by Meyer. The court on appeal held that a decision on that point was properly a question of fact for the jury, and that

its determination after hearing the evidence was final.

The *Meyer* case requires careful examination. The slogan used by the defendant differed in words from the slogan submitted by the plaintiff, although there was some similarity in the spirit of the two. Likewise, it is to be noted that the letter from Meyer to Liggett & Myers, while describing his scheme in understandable detail, did not contain the actual advertisement itself. Skill and imagination had to be employed by the tobacco company, or its agent, before a complete advertisement was born.

The difference in the words employed does not present great difficulty, for in cases of plagiarism, or more technically, the wrongful appropriation of literary property, it is the substantial copying which is forbidden. Here it may be said that the jury might properly have concluded that there was a substantial borrowing; by those unfamiliar with the intricacies of the advertising business, it might reasonably have been inferred that the second slogan was "lifted" from the first.

The second question, i.e., the absence of the suggested advertisement, in final form, presents a greater difficulty. As already has been pointed out, there can be no literary property in a mere idea. Had the plaintiff submitted a complete sketch for a poster, he would then have reduced the idea to a form of expression in which he undoubtedly would have possessed a property right.

#### Offer and Acceptance Make a Contract

The manner in which the complaint was drawn obviated the necessity for facing this obstacle. The plaintiff framed his case on the theory of contract, apparently, rather than on the theory of unjust enrichment. In effect, he appears to have claimed that when he submitted the scheme he made an original offer to the tobacco company which the defendant accepted when it utilized the idea. Thus, the offer and acceptance ripened into a legally binding contract, and under

the terms of the contract the defendant legally was obligated to pay the plaintiff the reasonable value of his scheme. If it be true, as seems to be the case, that the theory of contract lay behind the plaintiff's case, then it would not be necessary for the court to consider the question of property rights to any greater degree than would be true with any other contract, as for example, a contract for personal services.

#### Rejection Terminates Contract

The doctrines of contract law have limitations as great as those relating to property rights. Those doctrines, therefore, lack the flexibility necessary to a full consideration of all the problems incident to the instant question.

For example, had Liggett & Myers written to Meyer rejecting his offer, no express contract would have been created, despite the fact that the idea was later used by the tobacco company. The rejection of an offer terminates the offer, even though immediately after the rejection the offeree changes his mind and says: "I accept." This is elementary in the law of contract. We may presume that in most cases which arise out of situations similar to the one now under consideration, the defendant advises the plaintiff that he does not desire to use the idea. This, in law, is a rejection. It is this obstacle which makes the use of the theory of contract impossible, in such cases, and makes the test of unjust enrichment, or quasi-contract, the proper one to apply.

A summary of the law in its present state, viewed in the light of its historical development, and the most recent cases, would appear to be something like this:

Where a person has conceived an original idea, whether for a slogan, photograph, layout, single advertisement or series of advertisements, has reduced his basic concept to a form of expression, and has submitted the completed work for inspection to another, without having dedicated his creation to the public, he may maintain

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# MILLIONS UPON MILLIONS WILL BE TURNED LOOSE *in the 34 counties covered by The News and Observer*

On the heels of a record Cotton and Tobacco selling season in 1934 comes another in 1935. Tobacco Markets are opening now, and the Cotton will be blooming soon. It is estimated that the payments to Tobacco Growers and Cotton Planters for the 1935 season, from now until December 15th, will be

## \$86,527,133.37★

### COTTON

The estimated price for Cotton is 12 cents per pound on a yield of better than 138 Million Pounds. When December 15th comes, Carolina Cotton Planters will be wealthier by

**\$16,562,029.56★**

### TOBACCO

Tobacco last year averaged about 27 cents per pound. In making up this estimate we have used a price of 21 cents per pound. Growers have more than 333 Million Pounds. Four months from now they'll have

**\$69,965,103.81★**

## The News and Observer

covers this great territory thoroughly. Circulation has increased 17% since January 1st, and local advertising has also shown the same gain. Here's an ideal set-up to sell your product in fertile Eastern Carolina.

### CIRCULATION

A. B. C. June 30th

**49,314**

### NATIONAL

REPRESENTATIVES

The BRANHAM CO.

**COVER THIS ENTIRE SECTION AT ONE LOW COST**  
*with The News and Observer, Raleigh, N. C.*

an action against the person who uses the completed work, either in identical form, or in substance, unless, of course, permission so to use has been granted. Such an action may be maintained upon the common law right in literary or artistic property.

Entirely separate and distinct from the remedy based upon a common law property right and not governed by the considerations which apply thereto, the plaintiff

might find his remedy in an action on a contract, provided he can prove the elements necessary to maintain the usual contractual action. Any defect which would be fatal to an ordinary suit in contract would be equally disastrous here.

With these several considerations in mind, advertisers and advertising agents may know how best to anticipate the hazards, and, through understanding, to avoid them.

## Copyrights for Designs

*Printers' Ink Bureau,  
Washington, D. C.*

**P**ROTECTION for the creator of artistic designs "intended to be applied to or embodied in any manufactured product" is embodied in Senate Bill S. 3047, under discussion as this issue goes to press and which, it is fully expected, will be passed.

This makes it not only possible but probable that the House will take similar action in this session and thus open up new advertising fields of major significance to manufacturers and advertising agencies.

For thenceforth manufacturers would be able to advertise with greatly reduced danger of piracy new designs in textile prints, dresses, millinery, jewelry, shoes, furniture, pottery and even gadgets.

Designers would have an incentive in dollars and cents to develop new ideas because of the protection provided in the new copyright bill. Thousands of designers would find jobs and would be making a living; they would be able to practice their vocations openly and honestly.

Consumers—with special emphasis on women—would be able to make purchases directly from magazine advertisements with greater assurance that somebody else would not be able to buy that particular hat or dress from a cut-rate competitor.

This protection of "an artistic model or design" was not part of

the bill (S. 3407) as read to the Senate on Wednesday, July 31, amending the copyright act of 1909. Senator Vandenberg of Michigan introduced it as an amendment. But the amendment was agreed to without objection, and this makes it part of the bill as it comes up for vote.

So far as the general public was concerned it was a surprise, but apparently this procedure was not a surprise so far as the Senators themselves were concerned. Its significance to advertisers is far greater than the discussion in the Senate would lead one to infer.

One group of manufacturers is specifically exempted from the provisions. Automobile manufacturers have consistently opposed legislation protecting designers of motors or motor parts except as those designs are protected by the patent law.

The amendment reads:

(g) That the author of any artistic model or design intended to be applied to or embodied in any manufactured product, except products intended to be applied to or embodied in motors, motor cars, motor-car accessories, and products employed in the design and manufacture of motors, motor cars, and motor-car accessories, may obtain copyright for such model or design under the provisions of the Copyright Act approved March 4, 1909, (U.S.C., title 17), as amended by

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this act, and that upon compliance with the requirements of the said act and of this act shall thereby secure the rights and remedies of the said act of 1909, and shall, in addition thereto, after the date on which this act shall go into effect, secure the exclusive right to apply to or embody in any manufactured product, excluding the products hereinbefore excepted, the said copyrighted model or design: Provided, That when the said author or his legal representative or assignee shall have caused the said model or design to be applied to or embodied in a manufactured product which shall have been sold or offered for sale, the author or other owner of the copyrighted model or design shall have the right to exclude others from selling or distributing such manufactured products which embody or contain copies of the said copyrighted model or design, or imitations thereof, or the imitation of any characteristic original feature thereof.

In presenting his amendment Senator Vandenberg suggested that debate could be obviated because it represented "a principle which has already once passed the House of Representatives, and which once has had, think, the unanimous approval of the Senate committee."

The idea of protecting artistic designs by copyright is not new. Thorvald Solberg, Register of Copyrights from 1897 to 1930, has been one of the outstanding proponents of copyright protection for applied designs.

"Shortly after taking charge of the Copyright Office," said Mr. Solberg in a statement inserted in the *Congressional Record* by Senator Vandenberg, "in my annual report as Register of Copyrights, I pointed out the grave lack of adequate protection for the creator of artistic designs intended to be applied to or embodied in manufactured products and urged the desirability of providing such protection by amendment of our copyright legislation."

Many bills were introduced to this end but were not passed.

"During this lengthy discussion," says Mr. Solberg, "agreement was

## AESOP GLIM SEES PROTEST COMING ON BLEED PAGES

"Old Fundamentalist" tells how to catch eye of magazine readers; discusses layout devices.

A thoughtfully prepared and most readable article from the pen of Aesop Glim will appear in the September issue of *Printers' Ink Monthly*, dealing with the subject of catching the eye of magazine readers. "The pluses of catching the reader's eye," says Aesop, "are probably all tricks."

Legitimate tricks, however—tricks of layout, illustration or typography. Other than bleed pages, topics handled are fractional pages, teasers, "male and female" columns, longitudinal layouts, preferred positions and other devices.

This is but one of almost a score of articles in the September issue. Bill-of-fare is diversified; something for all tastes, on topics ranging through merchandising, marketing, selling and advertising. *Printers' Ink Monthly* at \$2 for 12 issues is a good buy.

**Printers' Ink Monthly**  
185 Madison Ave., New York



reached that the present design patent legislation was not adequate, and any examination of the Patent Office Gazette will show that only a small number of designs have been registered thereunder, the procedure being too slow and too expensive."

It is quite possible that action at this time might have been deferred by the Senate on the grounds that this did not constitute "emergency legislation" were it not for the fact that there is pending upon the Executive Calendar a treaty for the adherence of the United States to the International Copyright Union. This made it urgent to bring up the necessary revisions to our copyright law so that the United States might conform to the principles laid down by other countries for the protection of authors. The convention also demands the protection of "works of art applied to industry." While it is believed that the U. S. Design Patent Act is sufficient to meet the convention requirements, "there is no doubt," says Mr. Solberg, "that copyright design protection was intended."

Since his retirement, Mr. Solberg, who is now eighty-four years old, has been spending his time and means to get the United States to become a member of the Copyright Union so as to give our authors, musicians and artists world rights on their properties throughout the world. The reciprocal factor is that publishers and producers in the United States must likewise then recognize in full the property rights of authors of other countries. A Rodin statue cannot then be reproduced by mass production methods for book-end purposes without recognizing the property rights of the sculptor in his masterpiece.

It is believed that the amendment covering "artistic design" is broad enough to cover a "Betty Boop" doll. Heretofore a cartoonist

could protect his brain child as long as he kept it in two dimensions—on paper. But it was anybody's property in three dimensions—as a doll or a gadget—for the patent law could not recognize it as a real invention. Creative artists aspiring to work in three dimensions have been out of luck. Designers generally have called it a silly business; they now feel, however, that Congress is giving copyright legislation a more proper form.

As to the bill in its original form amending the Copyright Act, Senator Duffy of Wisconsin, author of the measure, pointed out that the National Publishers Association, the National Association of Book Publishers and other interested groups had indorsed the bill. The Committee on Patents, in recommending, unanimously, passage of the bill, called attention to the fact that more than a quarter of a century has elapsed since there was any comprehensive alteration in the law of the United States granting and regulating copyright.

"During this time" reads the report, "a veritable revolution has occurred in the means whereby literary and artistic works are communicated to the public. . . . Partly because of the demand for American motion pictures, growing out of their technical perfection, but also because of the inherent literary and musical worth of American fiction, songs and drama, the United States has become a great exporter of copyrighted works, which contribute measurably to the wealth of the nation. The problem of adequate protection of copyrighted works in other countries has, accordingly, assumed proportions never hitherto reached."

At least of equal importance to advertisers, however, is the protection of "artistic design" which has been incorporated into the copyright bill by virtue of Senator Vandenberg's amendment.

#### Appoints Philadelphia Agency

Jerome B. Gray & Company, Philadelphia agency, has been appointed to place the promotional advertising of *The Farm Journal*, of that city.

#### Ridge with Ronalds-Kulay

H. B. Ridge, formerly sales manager of Agia Products, has been appointed sales manager of Ronalds-Kulay, Inc., New York, window displays.

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## Health Hawkers

THE Proprietary Association has declared war on the medicine show pitchmen who in competition with drug stores, are said to take between \$15,000,000 and \$20,000,000 annually from the public. William H. Berg, president of Health Products Corporation, is chairman of the committee and the other members are: Earl A. Means, vice-president, Bristol-Myers Co.; Robert L. Gray, Sterling Products Inc.; Max Kiss, Ex-Lax Company, and Earle A. Meyer, director of trade relations for the Proprietary Association.

It is estimated that there are fully 200,000 so-called health hawkers in this racket. As of old, they are roaming the country, offering products of uncertain value on street corners and at amusement resorts through employing medicine show tactics.

The National Association of Retail Druggists, representing approximately 60,000 retailers, is co-operating. Help will be sought also from the National Better Business Bureaus and various Chambers of Commerce.

The legislators of the various States will be asked to deal with this situation by passing laws based on a law recently enacted in Maryland.

♦ ♦ ♦

### Exact and Prompt

J. J. GIBBONS, LTD.  
TORONTO

### Editor of PRINTERS' INK:

Your astounding promptness is at the same time so well known that it almost feels trite to comment upon it.

The material you sent me on the subject of business-paper advertising was, in addition to its promptness of delivery, exactly what I wanted.

BERTRAM BROOKER,  
Director of Plans and Production.

• • •

### Test Campaign for Cleaner

The Ridgway Company, St. Louis agency, has been appointed by the Blue Monday Company, of that city, to direct its advertising account. A test campaign in newspapers featuring Blue Monday, a household cleaner, is being conducted in Indiana.

## SPLITTING HAIRS

No need for hair splitting arguments over the best daily buy in Minneapolis. THE JOURNAL led in Department Store daily lineage for six months by 396,327 lines, or 63%. Reason: THE JOURNAL sells the merchandise — and keeps on selling it.

## THE MINNEAPOLIS JOURNAL

WHAT qualifications are you looking for in a man?

Men of varied experience and ability advertise in these pages, seeking opportunity to sell their services.

The chances are you will find several likely candidates for the job by looking over recent advertisements. Many competent men have been located in this manner with a minimum of expense and trouble.

If you have any difficulty in finding a man to measure up to your specific requirements, locate him by advertising in PRINTERS' INK. It requires only a small expenditure to get in touch with really worthwhile men.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell  
John Irving Rorer, Editor and President  
1906-1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
G. A. NICHOLS, Treasurer and Editor  
C. B. LARRABEE, Managing Editor  
R. W. PALMER, Associate Editor  
ARTHUR H. LITTLE, Associate Editor  
BERNARD A. GRIMES, News Editor  
H. W. MARKS, Mgr. Readers' Service

## EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erben, Jr., Washington, 1208 Carpenters' Building; Chester M. Wright.  
London, 30 and 31 Great Queen Street, W. C. 2: McDonough Russell.

## ADVERTISING OFFICES

Chicago, 8 North Michigan Avenue; Gove Compton, Manager.  
St. Louis, 915 Olive Street: A. D. McKinney, Manager.  
Pacific Coast: M. C. Mogenson, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, AUGUST 8, 1935

**New Wealth** From a bulletin on the agricultural situation issued by The Corn Belt Farm Dailies, we glean the following encouraging and significant words:

The process of recovery is unquestionably under way. The biggest factor in it is the new wealth that is coming out of the soil this season. Washington may pass laws, and issue orders, and flood the country with propaganda, may even tamper with our well-known medium of exchange; but not all of that together can nullify the wealth that is produced by the people who work. Because there have been, and still are, fewer at work recovery comes slowly, but it comes, inevitably. The worst that spending can do is to mortgage our future; it can do little, one way or another, to influence what man's toil creates, and that is the only real wealth.

And the very best part of the real wealth that is thus being created is new wealth—wealth that did not exist before. This new wealth is that which is produced by Nature

—the wealth that comes out of the ground.

By a strange freak of economic fate (that will probably be somewhat surprising and even disquieting news to Secretary Wallace and the AAA cohorts in Washington) it is in the sheer abundance of ground-produced new wealth that much of our unmistakable present recovery lies.

Production was restricted. Farmers were paid not to raise their full quota of this and that. Yet Nature smiled, as Nature has a habit of doing off and on, regardless of political expediency. In this respect, it cannot be controlled even by an army of brain trusters—no matter how desperately the farmer vote may be needed.

In other words, a five-year drought period in the Central West was abruptly ended and ideal growing weather was had. The happy climax has been that all the restrictions, all the bounties, all the pressure, could not prevent increased yields of what the farmer raises. Thus the country has more actual new wealth—the kind that cannot be laughed off or explained away—than it would have had if the bootstrap economists had been able to prevail against Nature.

This new wealth is rapidly pulling the country out of the hole. Take automobiles alone. The great increase in motor car sales is having an enormous effect in restoring general prosperity. One heavily contributing factor to this condition is the large farm demand for automobiles. Farmers are buying cars because they are producing the new wealth with which to pay for them.

These are great days. Better conditions are coming faster than most of us realize. The farmer is having more to do with this than has any other single factor for the reason that his contribution is new wealth—wealth that wasn't here a few months ago.

Aug. 8,

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## The Only Way Out

"We can neither borrow ourselves out of debt nor tax ourselves into prosperity."

Thus declares Robert Wood Johnson, president of Johnson and Johnson, in the course of a plea to the business men of the country to institute a system of shorter hours and higher wages, to absorb the unemployed and give the public enough buying power to absorb the products of industry.

What he is getting at is the fact that pay day is going to come around in due time. Pay day for that four-billion-dollar relief project to which the country has committed itself. And there will not be any great chorus of dissent over his thought that if things go on as at present, the payment must necessary be made either through confiscatory taxes (some premonitory rumblings of this are to be heard in Washington even now) or through inflation that will quickly bring ruin.

The only logical and sensible way out, he argues, is for industry to absorb into useful employment the millions who are now subsisting on the dole under the guise of work.

At first sight it would seem that Mr. Johnson is putting up an impossible task for business to perform. But his premises are thoroughly reasonable. In all fairness, it should be said that his objective of regained prosperity through shorter work weeks and minimum wages would probably have been realized under the NRA, fantastic and flamboyant though the administration of that plan was, if industry had not found ways and means to nullify the effort.

In this short-sighted policy industry made a serious mistake. And if it was strong enough to crack the NRA, it is strong enough to absorb a great part of the unemployed—do it profitably, too—

under some such plan as that proposed by Mr. Johnson.

It would have done this already, of course, if it had not been badgered by politicians. But the politicians, doing their best or their worst, have not yet been able to prevent the steady return of prosperity. Business can and should do this thing.

## Those "Secret" Discounts

Out of the welter of politics, ignorance, and prejudice in which the Patman investigation goes through the motions of studying the chain-store situation, there emerge certain facts, in the light of which intelligent judgment may see the situation in hues other than pure red; and of these facts, the more important are these:

1. The discounts about which there has been so much yammering are not all special discounts to the A & P.

2. Until testimony reveals what discounts and allowances have been granted to other chains, to voluntary groups—of which thousands of small retailers are members—and to wholesalers, no rational conclusion is possible.

3. Nobody denies that the small retailer is an economic problem; but what the more rabid of the inquisitors seem to have forgotten is that there are in America thousands of small manufacturers.

4. The Patman Bill (H.R. 8442)—and this is a point highly important to all manufacturers—applies, not only to foods, but to all industries; and

5. Under two conditional stipulations, the Patman investigation can be made to render economic benefit. The first of these conditions is that it be so conducted as to yield a comprehensive body of data. And the second is that certain hopeful Congressmen, their political hearts bleeding for the

little fellow, be somehow constrained from transforming the investigation into a mint for political capital.

### Puzzle for Thinkers

By way of presenting a paradox, we quote from the August 1 Monthly Review of Credit and Business Conditions of the Second Federal Reserve District:

"The distribution of goods and general business activity in June compared favorably with the previous month. Sales of general merchandise in small towns and rural areas and sales of chain stores increased. . . . Increases of more than seasonal proportions occurred in the volume of check transactions and sales of life insurance, while registrations of new passenger automobiles, which usually show a marked decline in June, were only moderately lower than in May.

"Carloadings of merchandise and miscellaneous freight were approximately unchanged from May to June but"—and here the italics are ours—"the volume of advertising was considerably reduced."

Sales of general merchandise in small towns go up. Up go check transactions and life-insurance volume. Automobile business defies the seasonal trend, and holds its own.

But those ball-pushers, who watch just such indicators as these, to the end that they may push when the ball is going their way—the ball-pushers lol!; for "the volume of advertising was considerably reduced."

And not even the bankers' bulletin, which generally can explain almost anything, tries to explain why. On second thought, perhaps we ought to refer the matter to some dependable psychiatrist.

### Bury the Chisel!

This, in display space, from the brewing industry: "St. Louis brewers have resolved that this industry shall continue

to foster the upward surge of recovery. . . .

"Men buy when their jobs are secure. The wages of labor prime the pump of prosperity. . . .

"Months prior to NRA, mutually satisfactory agreements with brewery workers were signed. These contracts will not expire for several months. They could have been resumed when the recent decision of the Supreme Court was announced. But, that the greater benefits to labor shall live on, the brewers of St. Louis have offered to extend the unexpired working agreements for two years to come, and to write a special clause in the contracts with workers that the hours established by the NRA shall not be increased. Wages shall not be reduced."

"Thus \$483,808 of added yearly spending power of St. Louis brewery workers has been assured—nearly a half-million-dollar contribution to St. Louis prosperity.

"This announcement is published at the suggestion of the St. Louis brewery workers as an expression of gratitude to their own and all other St. Louis employers who have maintained the standard of living of their workers and thus voluntarily stabilized the purchasing power necessary for the security of all."

And this from the house-furnishings industry, specifically, from the editorial page of the *House Furnishing Review*:

"Come to the great markets to buy honorable merchandise at honorable prices. . . . Meet the manufacturers and factory representatives. . . . These manufacturers have their new lines ready, produced by labor that received a fair wage, made of raw materials for which they paid a fair price. . . .

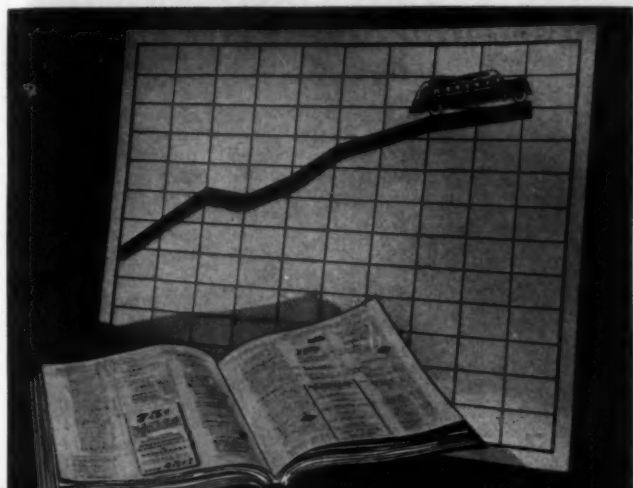
"Let this be the spirit of fall, and no one will be the loser!"

Level heads used to counsel: Bury the hatchet. Now they admonish: Bury the chisel!

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*Another of America's*  
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local agents easy to find!

Stations and terminals, say these eight bus lines, should be easy to reach...and easy to find. Travelers can easily locate the nearest stations of these lines by looking in the classified telephone book.

Many other industries realize the importance of making local agents and dealers easy to find. Some 30 well-known automotive manufacturers identify their dealers in this way. More than 20 manufacturers of electrical products use the classified directory; 40 brands of office equipment and supplies are listed in this way.

Arrange to identify your dealers in the 'yellow pages'. We shall be pleased to furnish details about cost, coverage and circulation.



AMERICAN TELEPHONE & TELEGRAPH CO.  
Trade Mark Service Division

195 Broadway  
New York



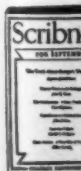
311 W. Washington  
Chicago

# August Magazine Advertising

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Aug.	Jan.-Aug.
Fortune .....	59	37,525	50,481	24,964	480,557	493,594
Yachting .....	46	a29,135	21,922	16,988	287,842	210,295
Motor Boating .....	53	22,680	21,834	15,718	239,428	219,582
Town & Country .....	33	22,085	b21,939	b24,809	257,601	261,238
Esquire .....	30	19,908	10,836		219,348	105,490
Cosmopolitan .....	44	18,918	25,289	17,443	208,415	204,774
The Spur .....	24	16,128	21,242	13,909	175,476	192,886
American Magazine .....	34	14,775	15,613	13,938	146,381	156,716
Redbook .....	33	14,198	16,545	11,584	136,355	125,844
Popular Mechanics .....	60	13,440	12,432	8,624	128,566	102,470
Banking .....	29	12,519	13,971		93,954	87,261
Country Life .....	17	11,473	11,275	12,110	148,274	139,412
Nation's Business .....	25	10,528	14,404	11,209	128,223	138,269
Better Homes & Gardens .....	23	10,138	9,143	9,019	144,359	122,716
Field & Stream .....	23	10,010	8,723	6,751	113,103	96,345
American Home .....	15	9,749	6,532	3,582	142,644	80,799
N. Y. Met. Edition .....	21	13,146	11,342	5,980	185,388	117,661
House Beautiful .....	15	9,206	11,766	3,475	152,964	153,108
Forbes (2 July is.) .....	21	8,890	11,424	8,811	d87,631	d78,982
Sunset .....	21	8,860	9,808	5,010	96,326	79,445
American Rifleman .....	20	8,790	8,319	7,335	69,047	59,289
The Sportsman .....	13	8,631	9,436	8,274	116,897	139,517
Outdoor Life .....	20	8,601	5,268	5,458	87,000	64,728
Modern Living .....	20	a8,589	a5,346	4,286	64,886	53,722
Physical Culture .....	20	8,520	7,731	6,309	76,550	70,908
Modern Mechanix & Inventions .....	38	8,508	11,435	4,671	83,956	85,097
House & Garden .....	13	8,447	17,071	9,513	167,982	215,150
Popular Science Monthly .....	19	8,352	9,668	6,650	101,404	99,158
Life .....	19	8,081	8,411	5,528	64,022	75,564
Atlantic Monthly .....	35	7,830	3,499	2,400	85,193	43,307
Christian Herald .....	11	7,650	6,332	7,407	71,042	72,648
Munsey Combination .....	12	7,632	1,680	1,188	29,584	22,512
Polo .....	11	7,560	8,316	10,080	70,094	83,622
Motion Picture .....	17	7,415	11,183	13,153	79,046	106,550
Screenland .....	17	7,406	8,166	7,263	80,136	78,013
Movie Classic .....	17	7,401	11,183	12,896	79,032	105,607
Silver Screen .....	17	7,108	8,081	6,697	79,184	77,515
American Golfer .....	11	6,976	11,568	7,791	94,513	103,185
Harpers Magazine .....	30	6,748	7,672	6,244	62,216	70,196
Boys' Life .....	10	6,697	7,273	5,696	76,287	72,738
Model Airplane News .....	14	6,139	3,714	e4,404	50,117	56,544
National Sportsman .....	14	6,043	5,518	4,798	72,314	59,100
Elks Magazine .....	13	5,720	4,367	4,004	48,480	42,697
Vanity Fair .....	9	5,590	16,055	8,371	119,296	184,043
Radio News .....	13	5,536	5,490	4,038	57,681	56,442
Screen Romances .....	12	5,362	4,719	5,005	46,319	51,967
Hunting & Fishing .....	12	5,289	4,290	3,462	60,312	50,352
National Geographic .....	22	5,269	4,554	4,142	54,997	57,144
Sports Afield .....	12	5,257	5,197	6,320	63,654	61,720
American Boy .....	7	4,949	4,226	2,966	61,854	55,834
Real Detective .....	11	4,672	5,694	5,090	50,395	49,234
American Legion Monthly .....	10	4,084	6,119	5,083	37,498	47,448
Extension Magazine .....	6	4,084	4,421	6,038	53,887	55,197
Review of Reviews .....	9	3,871	4,021	3,865	47,217	48,711
Judge (July) .....	8	3,641	4,830	4,507	d32,813	d35,918

(Continued on page 110)

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-Aug.

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9,918



Did  
you

or any member of your family, travel

in 1933 or 1934? That was the question we have just asked a random group of 2,000 Scribner homes. Only 89.4% answered "yes." All the others, an entire 10.6%, said they had stayed right home—but most of them added that it wasn't their fault, they wanted to go too.

Nearly 90% of the Scribner homes did some travelling —trips lasting from one week to six months.

That takes money—a lot of money. You can reach 45,000 Scribner homes with a 429 line page for \$360.00. An economical way to reach people who *do* travel.





	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Aug.	Jan.-Aug.
American Forests .....	9	3,570	4,000	2,142	35,910	31,609
The Stage .....	5	3,248	4,680	1,952	43,966	49,710
Travel .....	5	3,234	4,448	2,686	65,332	57,336
Dell Men's Group .....	13	3,113	2,576	1,970	22,703	27,396
Scribner's .....	7	2,964	3,910	3,023	46,086	38,818
Open Road for Boys .....	7	2,958	3,931	4,844	32,130	33,406
True Detective Mysteries .....	7	2,949	1,662	1,541	29,845	19,708
Film Fun .....	7	2,860	3,816	4,178	29,528	44,412
Startling Detective Adventures ..	7	2,762	3,389	3,677	33,480	32,695
Nature Magazine .....	6	2,613	754	1,345	28,709	19,727
Picture Play .....	6	2,431	1,934	4,339	26,906	29,455
American Mercury .....	10	2,317	2,513	1,850	19,971	22,912
The Lion .....	6	2,310	1,555	2,317	21,406	18,171
Rotarian .....	5	2,222	2,756	1,610	30,165	22,726
Asia .....	5	2,160	2,232	f	19,232	22,312
Scientific American .....	5	2,112	1,617	3,504	21,869	19,939
Mag. of Wall St. (2 July is.) ..	5	2,084	2,699	4,947	d21,170	d31,111
The Forum .....	5	2,002	2,043	2,458	35,348	30,389
Street & Smith's Big 7 Group ..	8	1,848	1,344	1,344	15,904	16,898
Golden Book .....	8	1,800	2,534	2,212	22,812	18,927
Street & Smith Combination ..	7	1,624	840	840	14,504	8,232
St. Nicholas .....	4	1,556	1,864	2,739	23,126	20,942
Current History .....	6	1,320	1,976	882	17,606	18,403
Blue Book .....	3	560	544	515	5,765	5,508
Totals .....		592,629	630,459	478,189	6,588,569	6,338,209

a Larger page size. b Two issues. d Jan.-July lineage. e July & Aug. issues combined.  
f No issue.

## WOMEN'S MAGAZINES

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Aug.	Jan.-Aug.
Vogue (2 is.) .....	74	47,315	40,302	26,816	575,986	520,077
Harper's Bazaar .....	57	38,124	33,782	20,689	458,870	426,072
Woman's Home Companion .....	40	27,265	31,079	25,971	326,037	335,028
Good Housekeeping .....	62	26,773	27,901	22,829	346,521	347,797
Ladies' Home Journal .....	38	25,870	30,887	24,885	331,242	348,612
McCall's .....	35	23,894	33,565	27,829	328,691	345,031
True Story .....	34	14,577	18,191	12,275	163,084	157,832
Tower Magazines .....	20	a13,404	12,397	8,482	141,810	104,466
Pictorial Review .....	19	12,632	12,266	11,597	145,600	125,639
Modern Screen .....	28	11,882	13,662	8,223	120,790	113,699
Movie Mirror .....	26	11,362	8,399	2,184	108,725	72,800
Modern Romances .....	26	11,208	13,773	8,462	114,175	108,411
Radio Stars .....	26	11,154	8,780	869	111,737	65,638
Parents' Magazine .....	26	11,130	9,625	8,595	122,427	106,471
True Romances .....	24	10,432	7,140	3,633	95,902	66,875
Love & Romance .....	24	10,356	7,191	3,308	93,485	64,125
True Experiences .....	24	10,209	7,108	2,529	93,511	61,817
Radio Mirror .....	23	10,081	3,948	877	87,767	27,913
Holland's .....	13	9,971	10,781	5,178	84,892	89,149
Hollywood .....	22	9,173	6,347	4,451	92,534	63,181
Screen Play .....	22	9,075	8,741	4,774	94,626	77,058
Delineator .....	13	9,001	18,205	16,167	111,999	192,485
Screen Book .....	21	8,951	8,154	5,192	92,852	70,762
Romantic Stories .....	19	8,005	6,835		77,349	62,318
True Confessions .....	19	7,905	7,591	3,132	80,627	70,377
Household Magazine .....	11	7,371	8,134	6,636	97,998	103,354
Farmer's Wife .....	10	6,904	5,241	5,328	80,270	81,139
Photoplay .....	16	6,765	13,907	10,547	81,991	112,583
Romantic Movie Stories .....	15	6,467			b12,282	
Woman's World .....	9	6,345	4,928	2,211	64,519	51,766
Needlecraft-The Home Arts ..	5	3,826	3,774	3,777	39,559	36,599
Child Life .....	5	2,066	2,812	2,602	27,895	32,506
Messenger of Sacred Heart ..	9	2,065	2,206	2,226	12,336	13,918
Junior Home for Mothers .....	4	1,877	2,016	3,031	16,329	16,352
Totals .....		433,435	429,668	294,428	4,834,418	4,471,860

a Larger page size. b July and August lineage only.

(Continued on page 112)

For the first 7 8  
months of 1935  
MODERN MAGAZINES  
carried more pages  
of advertising than  
any other group!

## NATIONAL WEEKLIES (4 July Issues)

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-July	1934 Jan.-July
Saturday Evening Post.....	153	103,629	118,456	a105,288	1,098,906	1,077,096
Time .....	174	a74,332	a82,471	a61,356	649,482	625,732
Collier's .....	96	64,999	59,581	a36,249	581,892	531,277
The United States News.....	27	a58,589	a32,134		325,711	230,344
The American Weekly.....	26	49,268	a53,077		448,558	385,328
New Yorker .....	105	45,050	a53,981	a40,473	601,649	660,063
Business Week .....	46	19,595	19,815	a15,910	178,330	155,010
Liberty .....	43	19,145	22,170	a17,198	165,228	171,681
Literary Digest .....	33	15,365	19,389	a19,304	178,007	202,644
News-Week .....	23	9,741	7,606	a11,588	99,013	101,943
The Nation .....	19	a7,050	7,000	4,617	54,350	53,550
New Republic .....	10	a4,392	3,508	3,326	36,358	34,610
Totals .....		471,155	479,188	378,731	4,417,484	4,229,278

a Five issues.

## CANADIAN (July Issues)

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-July	1934 Jan.-July
Mayfair .....	40	a26,886	a28,304	19,631	251,381	190,051
Can. Homes & Gardens .....	35	b23,227	c	12,953	136,806	118,941
Maclean's (2 is.) .....	31	21,832	24,246	23,366	232,094	235,332
Canadian Home Journal.....	30	20,819	21,656	16,619	190,172	194,208
Liberty (4 is.).....	44	19,229	19,050	d16,978	165,175	160,029
" exclusively Canadian .....	13	5,398	3,855		56,182	36,739
" in comb. with U. S. ed. ....	31	13,831	15,193		108,994	123,270
Chatelaine .....	27	19,008	20,311	11,241	173,155	161,454
National Home Monthly .....	19	13,225	14,519	13,508	122,000	147,953
The Canadian Magazine .....	16	11,146	11,362	9,604	100,673	98,527
Canadian Business (August)....	21	8,993	8,714	6,679	e94,300	e85,458
Totals .....		164,365	148,162	130,579	1,465,756	1,391,953

a Larger page size. b June &amp; July issues combined. c No issue. d Five issues. e Jan.-Aug. lineage.

Grand Totals .....

## Joins "This Week"

Ray Washburn has joined the Chicago staff of *This Week*. Until recently he was with the business survey department of the *Chicago Tribune*. At one time he served as representative in Europe for the *Chicago Tribune*, *New York Times* and other American newspapers for a period of three years.

## Agency Changes Name

The Grey Advertising Service, Inc., New York, has changed its name to the Grey Advertising Agency. The personnel of the organization remains as before. The agency has been appointed by Sales Affiliates, Inc., to handle the account of *Zotos*, a machineless permanent wave.

## Tests New Product

General Foods Corporation is testing Cal-X, a new product used with soap, in a half dozen cities in different localities of the country. Newspaper advertising inaugurated the Cal-X campaign late in July.

## WWL to Join Columbia Network

Station WWL, New Orleans, will become an outlet of the Columbia Broadcasting System on November 1. It operates on a wave length of 850 kilocycles and with a power of 10,000 watts will replace WDSU in the New Orleans area.

## Forms Display Club

The Display Club of New York has been organized with offices in the R. C. A. Building, New York. Polly Pettit is honorary president; Lawrence Kiser, president; Virginia Dixon, vice-president; Elizabeth Thomason, secretary; and Marylynn King, treasurer.

## New Name for Spokane Club

The Advertising and Sales Association is the new name of the Spokane, Wash., Ad Club, which has widened its scope and increased activities to embrace sales executives and salesmen as well as advertising executives.

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# 32 Cars in Show

[Special Correspondence]

DETROIT, MICH.

THE cast of the annual automobile show, opening in New York November 2, will consist of thirty-two makes of passenger cars and trucks. The show will be held two months earlier than usual because of an agreement between the executives of the industry and President Roosevelt which has for its purpose the stabilization of employment the year round. It is hoped that the earlier show will make possible greater productive activity during the coming winter months.

Alfred H. Swayne, chairman of the show committee and vice-president of General Motors, says the show will be more interesting

than any former show owing to the fact that a number of the car makers will include in their exhibits educational devices demonstrating the manufacture of parts of the cars or the equipment.

These cars will be shown: Auburn, Brewster, Buick, Cadillac, Chevrolet, DeSoto, Dodge, Duesenberg, Graham, Hudson, Hupp, Huppmobile, LaSalle, LaFayette, Nash, Oldsmobile, Packard, Pierce-Arrow, Pontiac, Plymouth, Reo, Studebaker, Terraplane and Willys. The truck section will show Chevrolet, Dodge, Reo and Willys.

A newcomer is the Brewster Body Company, which will show some of its custom-made bodies on chassis of foreign and domestic manufacture.



## Samisch Celebrates Golden Anniversary

Last month, Alfred Samisch, vice-president of the Isaac Goldmann Company, New York printing house, celebrated his fiftieth consecutive year of service with that organization. He joined the company as an errand boy, advancing to foreman of the composing room and, later, plant superintendent, which position he holds today in addition to the vice-presidency.

• • •

## Death of Mrs. L. B. Merwin

Mrs. Louis B. Merwin, principal owner of the Bloomington, Ill., *Daily Pantagraph*, died this week at that city. Mrs. Merwin was the mother of Davis Merwin, who recently became publisher of the *Minneapolis Star*, and of Loring Merwin, associate editor of the *Pantagraph*.

• • •

## Postal Life to Ritter

The Philip Ritter Company, New York agency, has been appointed advertising counsel for the Postal Life Insurance Company, of that city.

• • •

## Has Pepto-Mangan Account

The M. J. Breitenbach Company, New York, Gude's Pepto-Mangan, has appointed Brooke, Smith & French, Detroit agency, as advertising counsel.

## Will Represent Hearst Radio Stations

Hearst Radio, New York, will handle the national representation of six Hearst stations through its own national sales department, effective October 1. The stations are WCAE, Pittsburgh; WINS, New York; KYA, San Francisco; WBAL, Baltimore; WISN, Milwaukee, and KEHE, Los Angeles. M. H. Peterson will head the national sales department. Homer Hogan will be in charge of the Chicago office. An office also will be maintained in San Francisco. Complete personnel has not yet been selected.

• • •

## Hanson Again with Presbrey

Joseph Hanson has returned to the Frank Presbrey Company, New York agency, as executive vice-president. For the last two years he has been promotion manager of the New York *Evening Journal*. Prior to that he had been with the Kresge Department Store, Newark, N. J., to which organization he went from the Presbrey agency.

• • •

## Join Benton & Bowles

J. Vance Babb, formerly in charge of publicity of all sponsored programs of the National Broadcasting Company, and Robert Wilkinson, who held the same position with the Columbia Broadcasting System, have joined the publicity department of Benton & Bowles, Inc., New York agency.

## The Little Schoolmaster's Classroom

THE functions of banks have expanded during the last few years so that today many banks are not only repositories for money but distributors of money also. Specifically, the growth of personal loan services has been rapid and many institutions have done an intelligent job of interpreting the innovation to the public.

But there still remain many people who are totally unaware of the nature of this type of service and it behooves the bankers to apply the remedy. In their capacity as merchants of money, the banks have an extremely interesting story to tell, an extremely interesting commodity to merchandise.

A refreshing example of the form of advertising that can be employed to publicize loan services is the current newspaper campaign of The City Bank, of Washington, D. C. Small-space messages, generally two columns in width by three or four inches in depth, present in brief fashion the inviting offer under such variations as "Save 20 per cent on Auto Financing," "Cash to Pay for Your Vacation," etc. But speaking of vacations raises a pointed question.

Doesn't The City Bank have some sort of special service which advances, or even donates, vacation cash to Congressmen? What a humanitarian service that would be!

The sun that is streaming moltenly through the Classroom windows is not exactly laden with suggestions of the frosty Yuletide season. But since this is a time when many members of the Class are finding it necessary to turn their thoughts to Christmas planning, it may be in

order to mention a thought which occurred to the Schoolmaster last December. (For once his thought-filing system has functioned with



### CASH VACATION

**Let the City Bank Finance Your Vacation . . . Borrow on Our Personal Loan Plan**

Don't let lack of ready cash keep you home this Summer. We will consider an application from anyone to pay for vacations—house, auto, etc.—and a \$250—insurance, etc. ONE WHOLE YEAR TO PAY . . . NO COLLATERAL required and only two co-makers necessary. Send for booklet or stop by any of our six convenient offices.



## THE CITY BANK

9th & Mass. Ave. N.W.  
10th & Pa. Ave. N.W.  
2401 Conn. Ave. N.W.

3008 Ga. Ave. N.W.  
8th and G Sts. S.E.  
9th and E Cap. Sts.

miraculous precision; ordinarily the notation wouldn't have come to light until about a week before Santa Claus' appointed rounds.)

In peering through a large number of periodicals and newspapers last Christmas season, the Schoolmaster was struck by the fact that very few advertisers included any sort of seasonal greeting in their copy. In fact he noticed only two.

Now of course it is undoubtedly true that many people don't care a hoot whether a corporation wishes they have a merry Christmas or not. Certainly there could be no tangible sales benefit for the advertiser. On the other hand, it is a pleasant little gesture which could do no harm and which might very well create a certain amount of friendly feeling toward the company and its products. And its inclusion in a regular advertisement costs nothing.

The Frigidaire Corporation, in

Underwood

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Underwood &amp; Underwood

## Street Scene

You see them going out to lunch—in their thousands—the working girls.

According to the 1930 U. S. Census, there are over ten million women engaged in industry—a number comparable to the entire circulation of the five largest women's magazines without duplication.

These women who work, who like good fiction, but who do not keep house dilute the

market for most advertised products.

Needlecraft eliminates them by the fact that it prints no fiction and confines its reading matter to needlework, foods and cooking, housekeeping, home decoration, and similar related home arts. Here is a selected, concentrated market—growing, enthusiastic, 700,000 strong—composed exclusively of homebodies.

### NEEDLECRAFT

## The Home Arts

NEW YORK, BOSTON, CHICAGO

MAGAZINE

## Use Color if You Sell Color!

Users of small quantities of advertising matter need no longer confine themselves to one or two colors because of high cost.

**AMERICAN OFFSET** places multi-color, high-quality work within your reach, no matter how small or large your needs.

A complete creative division is at your disposal. Entire campaigns prepared. Design, layout, artwork, copy.

Write for descriptive circular or phone

CHickering 4-4145

**AMERICAN OFFSET  
CORPORATION**

406 West 31st St., New York

## ...A HIT!

New Car Sales - 6 mos., 1935  
Rock County 3rd in State  
Janesville 6th in sales, 17th  
in population -- Ideal test  
market covered only by ...

Janesville (Wis.) Gazette  
Radio Station WCLO

## BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

the Schoolmaster's notion, handled the idea nicely last year. A simple, sincere greeting was written in under the logotype in this fashion:

FRIGIDAIRE

Wishes You All a Very Merry  
Christmas  
And Many, Many Happy New  
Years

\*\*\*

Speaking of the personal touch in advertising, incidentally, the Schoolmaster has among his souvenirs an impressive, albeit perhaps slightly extreme, piece of evidence as to the responsiveness of the consumer to a holiday greeting. A mail-order house received an order for some merchandise from a lady who, in a postscript to her letter, added these words:

"I was pleased with my Mother's Day stamp on your envelope. How did you know I had three sons?"

\*\*\*

"When the spring urge to travel gets you—don't spoil it by bouncing in and out of frost holes. Go by train."

"The Open Road—Oh YEAH!"—cartoon of disturbed autoist leaning out of his car for a good look at the formidable barricade of roadscraping machinery ahead.

"Enemy of Women! The Puncture," and two ducks, smirking in the puddled rain, sing out to the distressed woman driver, "Next time take a train!"

"Road Hazard No. 227. The Puncture," and the Soft Shoulders sign makes the same recommendation—"Next time go by train."

This is the tenor of the newspaper copy run by the Boston & Maine Railroad in its week-end bargain rates campaign, recently described in **PRINTERS' INK**. The comfort and safety of train travel are emphasized, and a box in each advertisement tables week-end rates to Bar Harbor, Old Orchard, Kennebunk and similar havens of refuge.

In still another advertisement, without the explicit competitive

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BUSINESS

**FOR SALE**  
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VANCOUVER



# Classified Advertisements

## BUSINESS OPPORTUNITIES

**FOR SALE**—At great sacrifice, stock, controlling interest if desired, in newspaper and job printing plant, grossing \$50,000 before depression. Stamford Press, Inc., Stamford, N. Y.

### PARTNER WANTED

Trade Publication, established over 80 years. Biggest in its field. Unusual profits in sight. Box 779, c/o Printers' Ink.

We have on the national market several excellent, exclusive automotive, hardware and plumbing specialties which are not related to our principal line. We would like to make an exclusive sales connection with an established, responsible, national selling organization (Mid-West preferred) on one or more of these items. A-B-C Mfg. Co., Quincy, Ill.

**PARTNER WANTED**—Famous celebrity desires young, athletic type with executive ability in the fields of promotion and advertising to aid expansion of \$100,000 business catering to millionaires. Must have \$15,000 to buy half interest in this business of 25 years' standing. \$500 monthly salary plus partnership assured. Inquiries confidential. Box 786, P. I.

### HELP WANTED

**ADV.-SALES PROM. MGR.**—Ther. exp. in restaurant field. Strong in ideas and copy—\$5000 up. Apply 9-12:30, Mary Diehl (agency), 105 W. 40th St., New York City.

**SALESMAN WANTED** for New York and vicinity. Experienced man with following to sell Litho and Printed Display Material. Drawing against commission. Reply Box 785, Printers' Ink.

**WANTED**—Advertising writer and layout man. Must be able to write newspaper promotion, retail copy. Give age, salary, and reference. For Indiana city. Box 781, Printers' Ink.

### Account Executive

who can close publicity accounts once opening has been made. Percentage basis. New York Agency. Box 778, P. I.

### MISCELLANEOUS

**ECONOMIZE!!** Reproduce Sales Letters, Price Lists, Testimonials, Diagrams, Illustrations, etc., 600 copies \$2.50; add 1 hundred 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

### MACHINERY WANTED

Miehle Printing Presses 1 and 2 color. Please write specifying age, condition, price, etc. Will not consider purchasing from dealer. Box 784, Printers' Ink.

## POSITIONS WANTED

**Do you need a young man** (17) in your office, high school graduate, living in New York, then write GREINER, 3604 Park Avenue, New York, who highly recommends him.

**Young man** college trained advertising, sales experience with retailer and manufacturer, wants position with manufacturer's advertising department or agency. Salary? Very unimportant. Box 776, P. I.

**WRITER** with ideas and strong sales slant; now editor of bus. paper, seeks opportunity with publisher or advertiser. 8 years' adv. and editorial exp. 31. Married. Your terms. Box 788, P. I.

### ADVERTISING:

**Executive's Assistant • Young Lady • Secretary • Copy Writer • Promotion • Publicity • Experienced • National Publication.** Box 787, Printers' Ink.

**YOU WILL ENGAGE ME TO MAN-AGE YOUR OFFICE IF YOU WILL LET ME KNOW WHEN I MAY SEE YOU. HAVE ALL THE ESSENTIAL QUALIFICATIONS.** BOX 775, P. I.

### Advertising Executives:

Supported by loyal cooperation of quality newspaper can produce legitimate business volume. Paul B. Markie, 1537 Pullan Avenue, Cincinnati, Ohio.

**Capable, Experienced Copy Writer & Account Executive** seeks position with agency serving substantial accounts or as Adv. Mgr. for manufacturer, where painstaking, creative, "idea" Advertising is valued. Anywhere. Box 782, P. I.

**Available for Assistant Advertising Manager or Agency.** Man of wide experience in details of advertising procedure, layout, copy, graphic arts processes, etc. Working but wish broader opportunities. References. Box 774, P. I.

### "Them As Has—Gets"

I have ambition, capacity for hard work, 1 year direct mail, advertising courses, references. Will it "git" this cub a start with a good agency or department in N. Y.? Age 20. Now employed. Box 777, P. I.

### COPYWRITER-EDITOR

No "Know-it-all," but young college man CAN write copy that sells or may do editorial duties. Will assist advertising manager or agency. Minimal proving salary. Box 780, Printers' Ink.

### I LOST MY JOB,

through no fault of mine, as an agency production and office manager after 11 years' service. Am now employed temporarily but am anxious to get back into advertising. Am 30, married, a live wire, no clock watcher and handling details is my forte. Excellent references. Will go anywhere. Box 783, Printers' Ink.

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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

angle, the program is described in four paragraphs of table conversation.

"In my youth," said the Traffic Vice-President, "I loved the trains—all boys do! And girls do, too, judging by the letters I get from them about the Streamline train—I wish we could take *every* man, woman and child on a trip and show them *all* the improvements we've made on *this* railroad."

"Stop!" said the Treasurer in a wounded voice. "First you spend thousands and thousands smoothing out roadbeds, buying Air Conditioned (cool and dustless) Deluxe coaches, a Streamline train, speeding up schedules—*then*, you reduce week-end fares! I am a patient man, but, by gad, sir, *more* than this I will not stand—Humph!"

"Calm yourself," said the Vice-President, "In the summer-time, people should be happy! On week-ends, they should be especially happy! Our duty is clear. We should give them fast, pleasant journeys at low cost."

"You're right—you're right," grumbled the Treasurer. "Of course, underneath it all, *I* really want the public to have Happy Week-Ends, too!"

The moral is illustrated above: Vice-President, Treasurer, a conductor and an engineer up-ending their voices in a quartette, "Happy Week-End, Dear Public, Happy Week-End to You!"

• • •

At the bottom of letters sent out by the R. J. Reynolds Tobacco Company is the following line: "Get a lift with a CAMEL!"

The line with its unorthodox printing of the word "lift" is unobtrusive enough not to interfere with the message and yet, placed at the bottom of the letter, cannot be missed by the reader. It is an excellent example of tying up correspondence with national advertising.

♦ ♦ ♦

### Grombach Appoints Burke

The Grombach Productions, Inc., New York, has appointed Maurice Burke to the production staff. He will specialize in the direction of dramatic shows both for network and transcription.

to p

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TELE

THROUGH  
ACTUAL  
EXPERIENCE

in  
producing  
a  
large volume  
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printing  
over a period  
of 40 years

# CHARLES FRANCIS PRESS

has acquired the skill  
to produce good printing economically

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ADDRESS: 461 EIGHTH AVENUE, at 34th STREET, NEW YORK  
TELEPHONE MEDallion 3-3500 for a representative

**800,000**

(TOTAL DAILY CIRCULATION)

... 79% MORE THAN  
ANY OTHER CHICAGO  
DAILY NEWSPAPER!

**649,000**

(CITY AND SUBURBAN DAILY)

... 60% MORE THAN  
ANY OTHER CHICAGO  
DAILY NEWSPAPER!

AND THE LOWEST DAILY GENERAL MILLINE RATE!

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER